BROADCASTING

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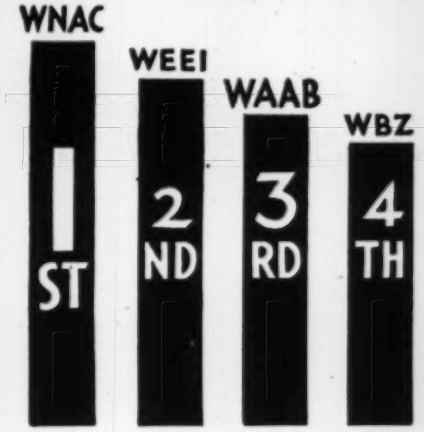
THE NEWS MAGAZINE OF THE FIFTH ESTATE



Yankee Network POPULARITY

Confirmed By

12,404 TELEPHONE INTERVIEWS in Metropolitan Boston

BOSTON STATION POPULARITY PERCENTAGES BROKEN DOWN INTO ONE AND TWO HOUR PERIODS

	WNAC	WAAB	WEEI	WBZ	**ALL OTHERS
9-11 A. M.	*34.7%	24.8%	16.5%	11.6%	12.4%
11 1 P. M.	33.8%	13.9%	32.9%	10.7%	8.7%
1- 3 "	36.6%	19.1%	23.6%	16.7%	4.0%
3- 5 "	19.8%	*48.1%	20.7%	7.8%	3.6%
5- 7 "	*25.4%	*31.0%	22.5%	17.1%	4.0%
7- 8 "	19.2%	9.3%	22.0%	46.3%	3.2%
8-10 "	28.4%	12.6%	31.4%	25.7%	1.9%
All day average	27.2%	22.6%	25.3%	20.6%	4.3%

Tables computed and authenticated by Walter Mann & Staff.

*Programs originated by the Yankee Network.

**WLOE, WHDH, WBSO and WLEY, all Metropolitan Boston Stations.

Similar survey conducted in Providence, R. I., showed WEAN (Yankee Network Station) substantially leading in popularity.

We now have on the press a comprehensive book on New England and the Yankee Network. Write for a copy on your business letterhead.

SHEPARD BROADCASTING SERVICE, Inc., BOSTON
Business Office—One Winter Place

Exclusive National Sales Representatives: SCOTT HOWE BOWEN, Inc.
New York-Chicago-Detroit-Kansas City-San Francisco-Omaha

WLW "the Nation's Station"

WLW's New Field Merchandise Service Removes Guesswork from Radio Advertising

Wholesalers and retailers within the WLW primary zone are called on and shown the advantages of cooperating with the advertiser's radio program.

Window displays and other promotional material is installed. Distribution is extended when needed.

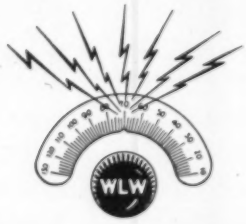
The entire radio advertising campaign is explained and the retailer is shown how it helps him sell goods.

To educate the wholesaler and retailer in the use of broadcasting to sell goods; to arrange effective tie-ins with the advertiser's radio program; to install timely display material, are only a few of the functions performed by the Field Merchandise Service pioneered by the great 50,000-watt Radio Station WLW.

From the individual reports of every call made, the advertiser can tell from week to week just what his advertising is accomplishing.

This department is supervised by a radio merchandising expert of national prominence. The results have been phenomenal. A request from advertising and sales executives will bring the entire plan and our splendid 72-page portfolio. Write us today.

NEAR THE CENTER OF THE DIAL



NEAR THE CENTER OF POPULATION

THE CROSLEY RADIO CORPORATION

POWEL CROSLEY, Jr., President

CINCINNATI

The Fall Selling Campaign

Commands Your Immediate Attention

- There is unmistakable evidence of an upturn in business. Inventories are low and buying will be going strong in another thirty days.

- Retailers will be guided in their selections of merchandise by the support given through well planned advertising schedules.

- The vast middle-western market served by Station WMAQ includes 6,000,000 radio listeners representing a huge buying power.

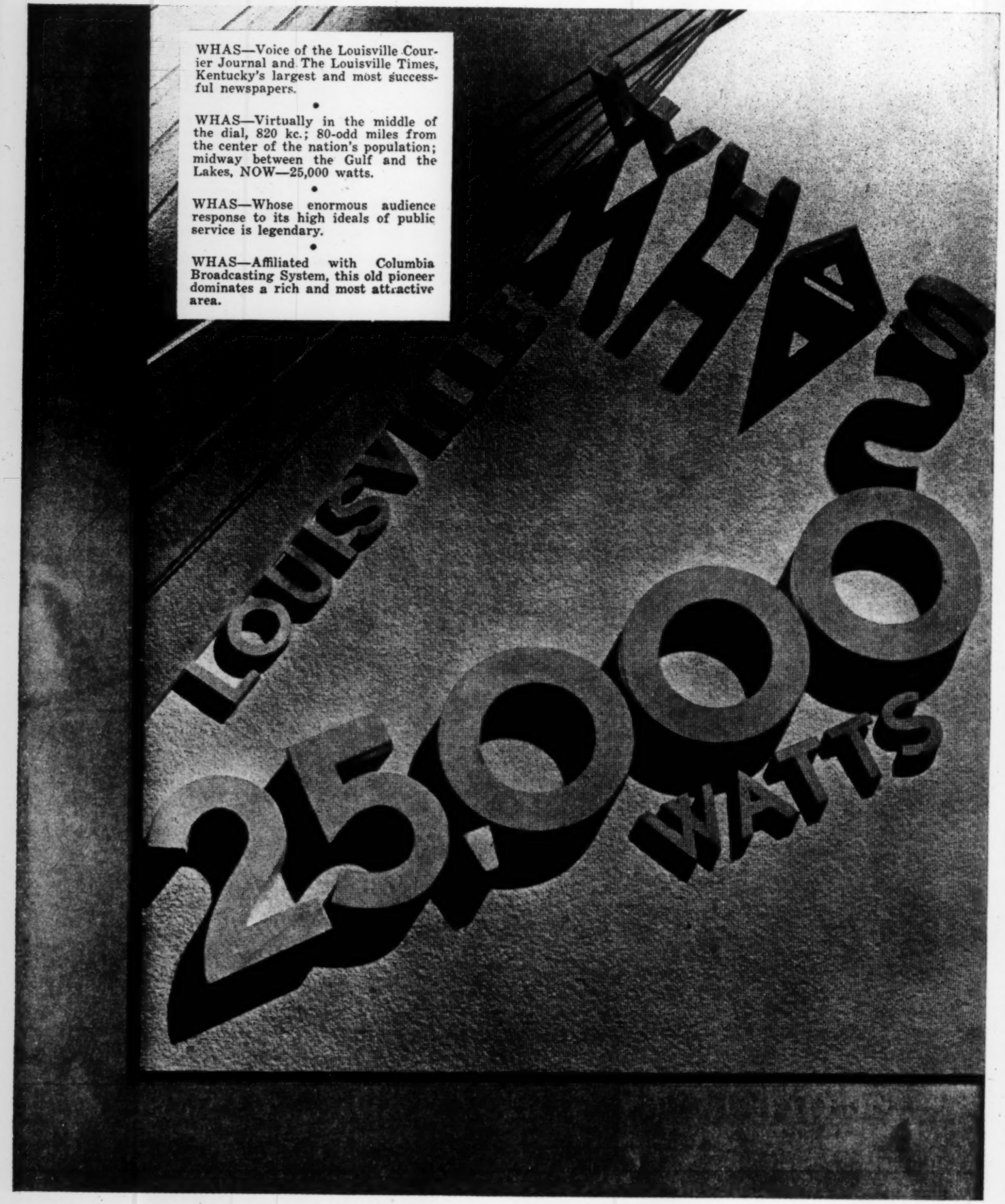
- An advertising schedule on WMAQ will produce results. Let us help you make your fall campaign a success.

670 Kilocycles .. Full Time
Nationally Cleared Channel
100% Modulation

WMAQ

MERCHANDISE MART
. . Chicago, Illinois . .
Phone: . . Superior 8300

A NATIONAL BROADCASTING COMPANY NETWORK STATION


WHAS—Voice of the Louisville Courier Journal and The Louisville Times, Kentucky's largest and most successful newspapers.
•
WHAS—Virtually in the middle of the dial, 820 kc.; 80-odd miles from the center of the nation's population; midway between the Gulf and the Lakes, NOW—25,000 watts.
•
WHAS—Whose enormous audience response to its high ideals of public service is legendary.
•
WHAS—Affiliated with Columbia Broadcasting System, this old pioneer dominates a rich and most attractive area.
LOUISVILLE
25000
WATTS

BROADCASTING

The NEWS MAGAZINE *of* THE FIFTH ESTATE

VOL. 3, NO. 4 | WASHINGTON, D. C. | AUGUST 15, 1932 | $3.00 PER YEAR—15c A COPY

Society to Reopen Negotiations With NAB

By SOL TAISHOFF

Compromise on Flat Rate Basis Believed in Prospect; Meeting Tentatively Set For Aug. 23 in New York

IN A FINAL attempt to reach a compromise on the assessment of license fees for the performance of copyrighted music prior to Sept. 1, the American Society of Composers, Authors and Publishers and the NAB negotiating committee, representing the broadcasting industry, will reopen negotiations within the next 10 days. As BROADCASTING went to press, Tuesday, Aug. 23, was tentatively set as the date of the next meeting.

The agreement to reopen the deliberations, which have been in progress since April, came after a deadlock apparently had been reached and on the heels of an announcement by E. C. Mills ASCAP general manager, that he would deal with stations individually, rather than through the NAB, on a percentage-of-gross basis, plus a readjusted sustaining license.

Position of NAB

BOTH SIDES are hopeful that an amicable settlement will be made. The negotiating committee, headed by P. W. Morency, WTIC, Hartford, is anxious to arrive at a temporary settlement on a flat rate basis, along the lines of that which it proposed for an increase of 25 per cent over the present $966,000 in fees paid annually by broadcasters to ASCAP. The larger stations and the networks would bear the brunt of the boost.

Such a proposition had been accepted by ASCAP for one year from Jan. 1, conditioned upon a "legislative truce" in Congress. But the NAB board of directors naturally refused to accede to the legislative truce proposal and asked that the $1,250,000 flat rate be agreed to for two years, during which time the groups would attempt to work out a new yardstick. That plan was rejected by ASCAP July 26 in a letter to the negotiating committee in which Mr. Mills broke off the negotiations.

In the background of the negotiations always has been the legislative threat in Congress that ASCAP has tried to dispel through commitments from the negotiating committee. That is why it was willing to accept a one-year increase of 25 per cent, provided there would be a legislative truce. The NAB, on the other hand, through its board, refused to consider such a demand because it cannot call off legislation that Congress has in mind and probably will pass during the December session. To use the language of sponsors of the Sirovich bill and the proposed Chindblom amendment, the legislation would end the "copyright racket" and the "extortionate tactics" of ASCAP and lesser copyright cliques.

Society Alters Proposal

ASCAP, on the other hand, in a letter to the negotiating committee Aug. 3, stated that while the Society was willing to reopen the negotiations it "had in mind" a variation of its original percentage-of-gross proposal, plus a sustaining license, downwardly readjusted, but now based entirely on station power. Such a plan would increase tribute paid by broadcasters between 300 and 500 per cent.

The willingness of ASCAP to reopen conferences after Mr. Mills had bluntly broken off the negotiations is construed as indicative of a compromise on a flat rate basis. Whether the 25 per cent increase proposal will prevail is conjectural, but since such an increase was agreed to by both NAB and ASCAP a fortnight ago with certain reservations which neither group then would accept, it is logical to expect that the two parties can reconcile their differences with the increase to $1,250,000 as the basis.

In a long distance telephone interview with the writer, Mr. Mills said Aug. 10 that a number of stations already have "accepted" new licenses on the percentage-of-gross plan,—i.e., 3 per cent of gross for the first year, 4 per cent for the second year and 5 per cent for the third year and each year thereafter, plus a readjusted sustaining license based on power, if three-year licenses are accepted, and a flat 5 per cent, plus sustaining license, if for only one year.

Stations Not Revealed

MR. MILLS would not disclose the identity of these stations on the ground that they would be embarrassed in the eyes of other broadcasters and the networks if it became known that they went over the head of the NAB negotiating committee. He did say, however, that "some very important broadcasters" are in the group. Mr. Mills said that he had been delegated full power by ASCAP to deal with the broadcasting copyright situation, and that he was "practically irrevocably" favorable to the percentage-of-gross basis.

Following receipt of a letter from the NAB negotiating committee dated July 29, but which was not received by Mr. Mills until Aug. 1, Mr. Mills informed the committee two days later that he was willing to reopen negotiations. The NAB letter, signed by Mr. Morency and A. L. Ashby, NBC vice president and general attorney, and Edward Klauber, CBS first vice president, who constitute the committee, requested opportunity to reopen the negotiations, and from the tenor of Mr. Mills' reply, sought a temporary agreement which might serve as a basis for a permanent solution, perhaps after the whole matter could be considered at the NAB convention in St. Louis next November. The NAB letter was not made public.

Mills Answers NAB

IN HIS LETTER of Aug. 3, Mr. Mills essayed to answer, paragraph by paragraph, the contents of the NAB committee letter thus revealing the unannounced arguments of the broadcasters.

"In the first, third and eighth paragraphs of your letter," Mr. Mills wrote, "you refer to an acceptance by the NAB of a proposition made by us for a 25 per cent increase in the license fees of broadcasters. Just so that the record may be kept absolutely straight, I beg to remind you that the proposition of the 25 per cent increase was made by your committee to us and it was accepted; but when your committee returned to your board of directors it refused to ratify your action in making the offer. Your board of directors then authorized you to offer us the 25 per cent increase provided the term during which it should be effective was extended to two years instead of one, which was the period provided in the proposal which we accepted. We rejected this latter proposal.

Urges Income as Basis

"THE TRIAL period of establishing license fees to which the second paragraph of your letter refers has now extended for a term of approximately eight years. Out of that period of experience we have learned—and quite agree with you—that the present basis or formula which governs the fixing of rates is unscientific and it should be changed.

"Our carefully studied opinion is that the rate charged for the use of copyrighted music should bear some relation to the amount of

(*Continued on page 20*)

Saltzman Successor Awaited

Mr. Heinl

UP TO THE time this issue of BROADCASTING went to press, President Hoover had not yet announced his appointment of a fourth zone commissioner to succeed Maj. Gen. Charles McK. Saltzman, Radio Commission chairman, who resigned July 19. It was expected, however, that the appointment would be made public momentarily—most likely early in the week of Aug. 15.

Most prominently mentioned for the post at this writing are Robert D. Heinl, of Indiana, Washington newspaper correspondent specializing in radio, endorsed by Everett Sanders, former secretary to President Coolidge and now campaign manager for Hoover; William S. Hedges, manager of WMAQ, Chicago, endorsed by Senator Glenn, Col. Frank Knox, publisher of the Chicago Daily News, and various newspaper-radio interests; Carl Ferguson, of Shenandoah, Ia., endorsed by Senator Dickinson and Henry Field, Republican nominee for the Senate from Iowa; and James W. Baldwin, of Indiana, secretary of the Radio Commission, understood to bear the endorsement of Senator Watson.

XUM

Reduction of Radio Districts To Five Under Consideration

15 Employes Dropped in Washington, Field Force Faces Cut; Commission Moves Cautiously

REALIGNMENT of the radio field force with a view to reducing the number of radio districts from nine to possibly five—one in each radio zone—is being considered by the Radio Commission as the next step in the general reorganization plan prompted by its recent acquisition of the Radio Division of the Department of Commerce and the sharply reduced appropriations for radio regulation. About a score of field employees, it is expected, will be released to slash approximately $40,000 from the annual payroll.

The Commission's reorganization program was launched July 20, immediately after it was instructed by President Hoover's executive order to take over the Radio Division. It immediately created the Division of Field Operations, which absorbed the entire Radio Division, and placed William D. Terrell, director of the old division, in charge. William E. Downey, assistant director, was named assistant chief on Aug. 2, when the Commission announced the second phase of its reorganization. Commissioner Brown, delegated supervisory authority over the division, is working out the reorganization plans, subject to Commission approval.

Forced to reduce salary expenditures in Washington by $35,000 a year, aside from the $40,000 reduction necessary in the field, the Commission Aug. 2 released 15 employees and abolished its Investigation Division. Wilfred G. Clearman, chief investigator, whose salary was $4,800, and G. Lyle Hughes, attorney, whose salary was $3,800, were released, as an economy measure, and the functions of the division were transferred mainly to the Division of Field Operations. Ralph L. Walker, examiner, was transferred to the Legal Division as senior attorney. Other employees dismissed were stenographers and clerks, five of whom were in the Radio Division.

In redistricting the field force, the Commission is moving cautiously. The most necessary function of the field force is the inspection of radio apparatus on outgoing vessels as a safety of life factor. For that reason, most of the district headquarters are at large seaports, with about a score of suboffices at other seaports. Broadcast measurements are made from the district offices by means of secondary frequency monitoring equipment and from the new primary frequency monitor at Grand Island, Neb. In addition, the "Black Marias" of radio—the field service cars—cruise about for additional inspections.

Districts Inspected

PREPARATORY to its final consideration of consolidations and removals of district headquarters, several commission officials made inspections in the field. Commissioner Brown visited the Boston and New York district headquarters, accompanied by Dr. C. B. Jolliffe, chief engineer, and James W. Baldwin, secretary, on Aug. 3 and 4. Meanwhile V. Ford Greaves, assistant chief engineer in charge of the broadcast section, inspected the Grand Island station, and was joined on Aug. 8 by Mr. Baldwin in Chicago, where they inspected that district headquarters. Other districts also are to be inspected.

Preliminary plans are understood to provide for consolidation of the New York, Baltimore and Boston districts into a New York district, and the reduction of other supervisors' offices to subdistricts. Because of the importance of Boston as a seaport, however, there was some doubt about this move following the inspection.

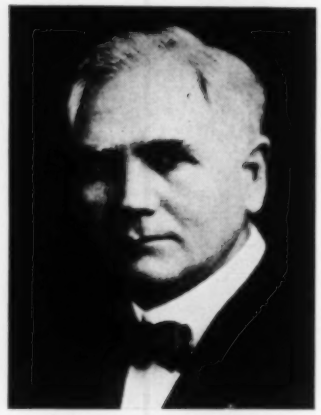
In Zone 2 the present headquarters are at Detroit. Consideration is being given to its removal to Cleveland, but some difficulty is being encountered in connection with the leasehold on the quarters in the former city. In Zone 3 it is considered likely that the Districts at New Orleans and Atlanta will be merged, with the main office at New Orleans. Zone 4 headquarters are expected to remain in Chicago. In Zone 5 a consolidation of the San Francisco and Seattle offices is contemplated. with new headquarters at San Francisco.

Duties of New Division

WHETHER any of the nine supervisors will be released under the reorganization, or whether only junior employees will be affected, has not yet been decided. Under the executive order the Commission cannot reduce the salaries of employees retained and therefore is required to release outright those employees "not indispensable to the service."

In connection with its reorganization, the Commission Aug. 2 prescribed the functions of the newly created Division of Field Operations as follows:

"To inspect all transmitting apparatus to ascertain whether in construction and operation it conforms to the requirements of the Radio Act of 1927, as amended, the rules and regulations of the licensing authority, and the license under which it is constructed or operated; to make measurements of frequencies and to make field intensity measurements when required; to maintain records incident to the monitoring of radio stations; to conduct examinations for applicants for operators' licenses; to investigate and report to the Commission facts concerning alleged violations by station operators of such laws, treaties and regulations as might result in the suspension of their licenses; to report to the Commission from time to time any violations of the Radio Act of 1927, the rules and regulations or orders of the Commission, or, of the terms and conditions of any license; and to perform such other duties as may hereinafter be assigned."



Representative Davis

RADIO NEWS STAFF
KQV Discloses Ambitious Plans at Commission Hearing

ORGANIZATION of its own news reporting staff, to develop and cover local news for the radio audience in the same manner that newspapers handle such articles, is planned by KQV, Pittsburgh. Alexander L. Sherwood, general manager of the station and formerly of the Westinghouse stations, disclosed his plans at a hearing before Chief Examiner Yost of the Radio Commission on August 2 in connection with the KQV application for full time.

Mr. Sherwood said a staff of two or three reporters would be formed and assigned "beats" as well as special assignments. Local newspapers will not be depended upon for news or "leads," he said. He added that other stations present only brief digests of national, international and local news, whereas it is the purpose of KQV to specialize on full coverage of local news exclusively for its listeners.

$100,000 Demand Bars Broadcast of Olympics

LISTENERS not only in the Los Angeles area but in the country at large were deprived of broadcast reports of the Olympic Games direct from the Olympic stadium because of the demand of the Olympiad committee for $100,000 for the radio rights. Stations and networks had recourse to special reports and summaries obtained through their newspaper affiliations or from their own special correspondents.

NBC has carried nightly resumes by Grantland Rice from KFI, Los Angeles, and CBS carried summaries obtained by wire from its own correspondent and made the basis of nightly comments by Ted Husing. In Los Angeles the failure to obtain a cooperative arrangement with the Olympic committee caused some of the announcers to wax bitter during the course of their broadcast reviews.

Move to Salt Lake

REMOVAL of KLO from Ogden to Salt Lake City, Utah, was authorized Aug. 9 by the Radio Commission. It is understood that KDYL will protest.

Ewin Davis Loses Reelection Contest

Bland May Head House Radio Committee After March 4

A VICTIM of reapportionment of the House, Rep. Ewin L. Davis, chairman of the House Merchant Marine, Radio & Fisheries Committee and author of the controverted Davis equalization amendment to the Radio Act, apparently has been defeated in the Democratic primaries in Tennessee.

The legislator, also co-author of the Radio Act of 1927 and an outspoken opponent of commercial broadcasting, high power and clear channels, was defeated by Rep. Ridley Mitchell, on the basis of unofficial returns. The fourth Tennessee district, represented by Mitchell, and the fifth district, which Davis has represented since 1919, were combined under the redistricting required by reapportionment. Rep. Mitchell's unofficial majority was 1500 votes.

Possible Successors

DIRECTLY in line for the chairmanship of the important Merchant Marine and Radio Committee is Rep. Schuyler Otis Bland, of Virginia, ranking Democratic member. He is the logical successor should the Democrats retain control of the House. Should Rep. Bland decline the post, Rep. Clay Stone Briggs, of Texas, would be next in line. In the event the Republicans regain House control, Rep. Frederick R. Lehlbach, of New Jersey, would receive the chairmanship.

With the legislative passing of Rep. Davis, which will occur next March 4, if Rep. Mitchell's lead is sustained, the House will have no member outstanding in general radio legislation. However, Rep. Davis, according to Tennessee reports, is contesting the election returns.

In the present Congressional campaigns over the country a number of radio figures are in the running. Henry Field, operator of KFNF, Shenandoah, Ia., is the Republican nominee to succeed Senator Brookhart, but he faces a stiff election battle against his Democratic opponent in November. In California the Rev. Robert P. Schuler, deposed pastor-broadcaster, whose station, KGEF, Los Angeles, was deleted by the Commission a year ago, is running for the seat now occupied by Senator Shortridge, and has registered for both the Republican and Democratic primaries. Dr. Frank Elliott, former manager of WHO-WOC, Des Moines-Davenport, Ia., is the Republican nominee for Congress from that district, and his chance of election is considered good.

Brinkley's Hat in Ring

IN KANSAS Dr. John R. Brinkley, former operator of KFKB, Milford, and later the operator of XER, Villa Acuna, Mexico, is running on an independent ticket for the governorship. Two years ago he polled more than 180,000 votes when his name had to be written on the ballot. He conducted his entire campaign over the air. His license to operate KFKB was revoked in 1930 by the Commission.

XUM

Radio as an Advertising Medium for Banks

By PETER MICHELSON*

Advertising Manager, Bank of America National Trust and Saving Association

How the Bank of America Brought Return of Confidence; Fears of Undignified Publicity Are Held Foolish

THE AUSTERE dignity with which bankers view their vocation is given a jolt in this article by a representative of one of the largest western banks. In urging his colleagues to employ advertising media as a means of restoring confidence in financial institutions and thereby prosperity, Mr. Michelson gives some ideas that might well be used by broadcasters to persuade local bankers to take time on the air. The campaign inaugurated in California, he points out, is spreading over the country.

IN THE years that I have been identified with banking, I have been trying to discover wherein bankers differ from the ordinary run of men.

Our human reactions are about the same as Tom, Jim or Jack. We suffer from the same ills; our sympathies are stirred in the same way as theirs; the same causes arouse our resentments; we enjoy the same amusements together. What would happen to the golf courses of America if bankers maintained the same character at play that some do in office hours?

Why, then, are we apart from the rest of the business world?

I mean this seriously. As advertising manager for one of the country's great banks, it is my job to tell Tom, Jim or Jack about my bank in language that Tom, Jim or Jack can understand—their own language—if you please, the language of the golf course, of the office, of the shop. And this, any bank advertising man will tell you is the hardest thing we have to do.

Question of Dignity

YOU MAY ask what all this has to do with my subject, which is "Radio As a Medium for Financial Institutions." It has everything to do with it.

I have never discussed radio advertising with a bank group that someone did not raise the question "Is it dignified for a bank to go on the air?"

These same men would not hesitate to adopt a new posting machine that would increase efficiency or add to safety. The explanation is that bankers understand the posting machine, but they have not yet familiarized themselves with the modern approaches to public opinion, or rather, they have not yet learned how to help the public to become acquainted with bankers.

Bankers, if we are to assert the leadership the people expect of us, must become articulate. We will have to get down and mix with the crowd.

The Part of Radio

IF EXISTING barriers are to be overcome, all the recognized and proven forces of modern publicity must be put to work. The job is big enough for all; all are needed.

Radio, which has been described as the new dimension of advertising, has its part—a very important part, too, in a program of the scope and character of this one. But right now, let me say that neither I nor the institution I represent, believes that radio could be the whole or even the major part of the advertising job. In fact, I would go even further by saying that we consider our newspaper advertising, with its constant appeal through repetition, as the backbone of the campaign.

We need not concern ourselves with the question of dignity. Dignity—I would give my radio listeners "A Hot Time In The Old Town" if that would convey my message better than the aria from Aida. Good taste and common sense are the prime considerations in presenting a bank program to the family group. We need only conduct ourselves as we would if we were guests in that home. The unwelcome guest can be effectually ushered out through the simple operation of the radio dial.

A Pattern for Others

WITH THIS brief introduction, perhaps, it will be helpful to you if I briefly sketch the Bank of America's radio programs giving its whys and wherefores.

When A. P. Giannini returned to the Bank of America as chairman of its board of directors, he called the advertising staff together and told them that he wanted Bank of America to do something constructive, something in a big way that would be helpful to California, his native state. He said that he felt that fear, more than any other influence, was holding back recovery from the depression and if people could be made to forget their fears and return to normal habits of living, which meant saving with the banks—all of the banks—and buying thinks they needed, the battle would be more than half won. Money returned to banks would enable banks to release credit, which, in turn, would revive industry and increase employment.

He said that we need not worry if other banks profited as a result of our advertising effort; we would derive our just share, anyway, and even if we did not the prosperity of other banks and the state, generally, could not help but bring better times to our own institution.

Mr. Michelson

Origin of a Name

MR. GIANNINI said that a movement such as this, started here in California, which has suffered less than other states, might spread beyond our own borders and California could easily lead the nation to a sound prosperity.

"We'll call it, 'Back to Good Times,'" said A. P. in his quick, incisive manner.

And that was how the "Back to Good Times" movement, which has since been officially adopted by the state of California and carried forward by civic groups and thousands of business houses, received its inception.

As a part of this state-wide movement, it was believed that a radio program, combining fine music with speakers, representing various industries and organizations throughout the state, would act as a powerful spearhead.

We held that while, of course, the program itself would influence some deposits, its primary purpose would be to give inspiration and leadership to the people of the state, the personnel and stockholders of the bank.

Along with this primary purpose, a radio program would also help to develop momentum for the movement by securing the endorsement of prominent leaders and would stimulate interest and favorable comment.

This plan led naturally to the selection of prominent citizens to sponsor this movement by speaking over the air on our program. In selecting speakers, it was felt that:

(1) They should represent as wide a range of interest and standing throughout the state as possible; (2) They should be equally divided between the northern and southern parts of the state; (3) They should be proven speakers who could deliver an important message in an interesting and convincing way.

Music Carefully Chosen

IN ADDITION to the speakers, we decided that the finest music obtainable should be used and that the musical numbers selected should be sympathetically related to a confidence building program. With this in mind, a concert orchestra, under the direction of Emil J. Polak, a nationally famous conductor, was organized and the orchestra supplemented by a group of talented soloists and ensemble singers.

Each musical number is carefully selected to maintain the standard of the programs, to develop the right emotional feeling, and at the same time appeal to the widest group of listeners.

The program announcer, Mr. Kilgore, was selected by voice test from among seven announcers, as best suited to represent the bank in speaking to the public. The bank's announcements, which Mr. Kilgore reads, are carefully written and tested by reading out loud to express and reiterate in varying forms, how California can lead the nation to sound prosperity. Following proven advertising procedure—the key messages are being repeated each week—variation being obtained by changes in the method of presentation and in the musical programs. As an additional variety feature, special guest artists have been added from time to time.

Other Media Used

THE OTHER forms of advertising used in this "Back to Good Times" campaign are newspapers, billboards, lobby and store displays, and direct mail. Since the campaign commenced on March 26, we have carried the advertising theme into 321 California newspapers in weekly advertisements.

The same general message, briefed of course to fit the particu-

(*Continued on page 22*)

*Recent address before the financial advertising departmental of the American Institute of Banking convention.

Father Coughlin Will Add More Stations To "Golden Hour" Network at Card Rates

Popular Catholic Priest Praises Effectiveness of Radio, Cleanliness of Programs and Lack of Politics

ANNOUNCING the addition of two stations to the roster of 24 previously listed to carry the "Golden Hour" program beginning Oct. 16 over an independent network, the Rev. Charles E. Coughlin, Catholic priest of Detroit, whose addresses feature the program, declared in Washington Aug. 8 that other stations will be added to assure coverage of all territory east of the Rockies. Full card rates for the one-hour program are being paid, together with line charges.

Latest to join the special Sunday network, to operate for 27 weeks, are WHO-WOC, Des Moines-Davenport, and WFEA, Manchester, Vt. The 24 stations on the original roster were listed in the July 15 issue of BROADCASTING. Father Coughlin said that the selection of additional stations is in the hands of Grace & Holliday, Detroit agency. The Pacific coast has been omitted, he said, because of the time differences.

Secret of Success

IN AN INTERVIEW with BROADCASTING, Father Coughlin discussed radio as to its economic, cultural, social and political aspects. The placing of "religion in modern dress," he said, is responsible for the phenomenal success of the Golden Hour of the Little Flower program. He believes that religion must be taught in an understandable way and must appeal to all creeds and beliefs if it is effective. That his theory meets popular response, is reflected in requests he received after 27 weeks of broadcasting last year for 2,500,000 copies of his talks and for 613,000 books comprising his complete sermons.

The story of Father Coughlin's radio success reads almost like fiction. His church, the Shrine of the Little Flower, is located 12 miles from Detroit and has a seating capacity of only 520. So heavy was his fan mail last year, resulting from his CBS broadcasts, that 118 stenographers were required to keep up with it. Now, even though his speeches have been off the air since last spring, 63 stenographers are kept busy. Requests for copies of sermons and other literature became so great that the church had to purchase an interest in a large printing plant to meet the demand. None of the material was for sale. Paper is purchased by the carload and envelopes by the millions. On Sundays, Father Coughlin preaches six or seven sermons, with hundreds of people turned away because of lack of seating space. One 30-second radio announcement last year brought 50,000 children to the church.

Lauds Radio Results

THESE are but a few of the reasons that make Father Coughlin a strong booster for radio. He said that in these days of economy radio advertising unquestionably is the most productive of results for the advertising dollar spent of all media.

"Radio advertising, to my mind," he declared, "is the only means of mass communication that produces effective results. Comparing radio advertising to the printed page method is like comparing the automobile to the one-horse shay."

Discussing religious broadcasts, Father Coughlin said he has adopted the practice of refusing station donations of time, on the theory that the church should not be hampered by obligations that necessarily would result from such donations. Full card rates should be paid by churches, he declared.

Father Coughlin commended broadcasters, by and large, for the cleanliness of programs and their disregard of factional politics. Broadcasting, he declared, is one of the few utilities that "has not prostituted itself." He said that nationalization of broadcasting in this country would be a "disaster," and predicted that the Canadian scheme for nationalization is doomed to failure, because most Canadians now prefer to listen to the typically American commercial programs broadcast from American stations or over Dominion stations that subscribe to the United States networks.

A Friend of Radio

"IF AND WHEN I get into the Senate, broadcasters may rest assured that they will have a friend in court." This statement was made to BROADCASTING by Henry Field, owner of KFNF, Shenandoah, Ia., and Iowa's Republican nominee for the Senate, while in Washington Aug. 11 for President Hoover's notification ceremonies. The day before Mr. Field conferred with the President on Iowa politics, and was optimistic on Republican prospects. He advocated retention of the status quo in broadcasting, and, of course, decried propaganda against radio advertising.

WAIU Changes Hands

WAIU, Columbus, O., has been acquired by the CLEVELAND PLAIN-DEALER and the Howlett brothers, who jointly operate WHK, Cleveland. The Columbus station, operating limited time on the 640 kc. clear channel with 500 watts, is licensed to the Associated Radiocasting Corporation, a subsidiary of the American Insurance Union of that city. It is understood that the operators of WHK have purchased the stock of the insurance company. The figure was not divulged.

WORLD HOOKUPS ARE FORESEEN

RCA Predicts International Commercial Broadcasting As New Service Is Made Available

PREDICTION that international broadcasting would become a regular commercial service shortly was made by RCA Communications, Inc., with the announcement that it had completed provision of facilities for handling programs between the United States and countries on the four corners of the globe.

These include England, France, Germany, Switzerland, Italy, Vatican City, Spain, Japan, Philippine Islands, Hawaii, Siam, Dutch East Indies, China, Venezuela, Argentine and Brazil. Through these countries many neighboring countries are also accessible.

According to W. A. Winterbottom, vice president and general manager of RCA Communications, Inc., the recent addition of a special switchboard at the company's central office at 66 Broad Street, New York, now enables the coordination of foreign programs with the split second schedules of this country's networks and individual stations.

"For several years we have worked very closely with the NBC in the development of this system," said Mr. Winterbottom, "and more recently we are also serving the CBS in their international program work. It is a highly specialized activity, presenting problems that are altogether different from those ordinarily encountered in the operation of regular broadcast stations.

"By the employment of these extensive facilities, American broadcasting companies have accomplished their ends in the most economical manner and have avoided the expense of installing and maintaining a great amount of apparatus for only occasional program use.

"They have, in addition, saved themselves a vast amount of research and experimental work, for the entire technique of long range radio transmission and reception is considerably different from that of broadcasting. The latter aims to serve all points within a reasonable radius of the transmitter, whereas the former focuses the energy transmitted at a 'target' thousands of miles away, with as little diffusion as possible in other directions of the compass."

Attempts at re-broadcasting programs of British origin in this country were made by the RCA as early as 1923, but the first rebroadcasting did not take place until March 12, 1925. This was accomplished by the British station at Chelmsford, England, on 1,600 meters via Belfast, Maine, and a relay to New York on 110 meters. There it was received and again rebroadcast by WJZ.

It was not until 1928, however, that short wave facilities became available in England for this purpose. This resulted in much more successful efforts, and international programs have since been given with increasing frequency.

Republican Radio Fund is $300,000

Free Air Time is Concluded With Hoover Notification

A TENTATIVE budget of $300,000 —two-thirds of it to be allocated to network broadcasting and one-third to the purchase of spot time over independent stations—has been set aside by the Republicans for the radio phases of the 1932 campaign, BROADCASTING learned Aug. 10 from authentic sources. Democrats have not yet fixed their radio budget, but preliminary to laying radio plans they have appointed H. L. Pettey, a native of Kansas City, who has been with the RCA Victor Co. in its photophone division for the last three years and who is on leave of absence from that company for the campaign.

That the Democrats will allot a substantial sum to radio is definitely established by the fact that plans are already being made for carrying Governor Roosevelt's speeches over networks from Columbus, Aug. 20; Sea Girt, N. J., Aug. 27, and Bridgeport, Conn., Sept. 3. These will be handled as sponsored features.

Free Periods End

FOLLOWING the Hoover notification address, carried by several hundred NBC and CBS and added stations on a sustaining basis Aug. 11, the networks are charging regular card rates for time allotted for purely political speeches whether to Candidates Hoover and Roosevelt or their spokesmen. Until then, the networks gave time to the parties free of cost.

A feature of the Hoover notification address of interest to broadcasters is the fact that a complete transcription of it has been made by World Broadcasting System, which may be made available to stations desiring to repeat it. Transcription companies expect to get some of the national political business this year, especially for spotting transcriptions of the principal addresses in areas not covered by the networks or on stations whose territories demand more intensive campaign efforts.

Bureaus List Speakers

RADIO HEADQUARTERS of the Republicans will probably be in Washington, with speakers arranged through the speakers bureaus in New York, in charge of Rep. John Q. Tilson, of Connecticut, with headquarters at the Waldorf-Astoria and in Chicago, in charge of Rep. C. William Ramseyer, of Iowa, with headquarters in the Palmer House.

Democrats will center their radio activities in New York, Mr. Pettey having offices in national headquarters at 331 Madison Ave. Robert Jackson, of New Hampshire, has been appointed chairman of the Democratic speakers bureau, which will have headquarters at the Hotel Biltmore. Former Rep. George Combs, of Missouri, is vice chairman of the bureau.

Not only Hoover and Roosevelt but many noted speakers in their behalf will be heard from the stump and on the radio during the campaign.

Disadvantages of Widening Broadcast Band

By PAUL M. SEGAL

Return to Pre-Commission Days Would Result in the U. S.; Europe's Demands Laid to Lack of Quota System

THE OTHER SIDE of the controversy over the proposed widening of the broadcast band into the lower frequencies, one of the major questions facing the International Radio Conference at Madrid, is presented in this article as an answer to the arguments set forth in the August 1 issue of BROADCASTING by Louis G. Caldwell. Mr. Segal, prominent radio attorney, contends that the adaptation of the proposal of the International Broadcasting Union to North America would disrupt the broadcasting set-up in the United States just as it appears to be getting on a sound basis.

Mr. Segal

THE INTERNATIONAL Radiotelegraph Convention of Washington, 1927, makes provision for broadcasting use, in European areas, of frequencies outside the band 550-1500 kc. It so provides in Article 5, Section 7, of the General Regulations, the band 160-194 kc. in regions where broadcasting stations were previously in operation below 300 kc. In the band 194-224 kc. broadcasting is permitted in Europe, while in other regions these frequencies are assignable to mobile services (except commercial ship stations), or to fixed air services exclusively, or to fixed services not open to public correspondence.

In providing these additional frequencies for broadcasting in Europe, the Convention recognized that the radio needs and circumstances of different areas may be such that in frequency ranges where inter-continental interference is not probable there should very properly be regional arrangements designed to take care of such requirements. This accords with the provision contained in Article 14 of the Convention, authorizing special arrangements on matters which would not interest the governments generally, a provision which the United States and Canada now propose to broaden so as to give specific encouragement to regional arrangements.

Proposals by Union

THE INTERNATIONAL Broad casting Union, a semi-official organization of European broadcasting administrations, has proposed that the assignment of broadcasting frequencies among European countries, pursuant to their regional needs, be widened at Madrid this fall. In substance, the Union proposes that the bands 150-285 and 370-460 kc. be assigned to broadcasting and that the bands 460-485 kc. and 515-540 kc. be designated as bands in which radio broadcasting has a prior right of use on condition of not interfering with the mobile service now authorized therein.

As to this last proposal, it is significant that there are now 23 European broadcasting stations operating outside the bands allotted to radio broadcasting by the Washington Convention. The authorization of such operation on condition of non-interference is quite within the privilege of any nation under the provisions of Article 5, Section 1, of the Regulations, wherein the administrations reserve the right to assign any freqency to any station upon the sole condition that no interference with services of other countries will result.

A significant feature is that the proposal of the Union, by its very terms, is limited to Europe. The enlargement of the broadcast band is not proposed as a matter of general international policy. The Union merely specifies that the term Europe be enlarged to include territories bordering on the Mediterranean and Black Seas as well as the Atlantic coast of North Africa. The Union recognizes that because of history and methods of operation, and the character of receiving and transmitting apparatus, it is necessary that local circumstances be taken into account and local problems be recognized by regional agreement.

Because of a resolution of the board of directors of the National Association of Broadcasters, there is lately a considerable discussion as to the possibility of anticipating difficulties in North American broadcasting by extending the provisions of the European regional agreement to this continent and by enlarging the broadcast band in North America to the degree proposed by the International Broadcasting Union for Europe.

Arguments Pro and Con

IN SUPPORT of this suggestion two considerations are urged: (1) that additional facilities are required on the North American continent to accommodate the broadcasting needs of Mexico and Cuba,* and (2) that the additional frequencies proposed are more suitable for broadcasting than the band 550-1500 kc., because of the unsatisfactory behavior of waves at frequencies higher than 1000 kc. as to absorption, fading, skip-distance, etc., a view supported by the investigations of many experts.

In opposition, it has been said that the necessary reallocation of existing services in the proposed bands is unduly difficult and expensive. This opposition is met by the International Broadcasting Union with the statement that among those services are some that without inconvenience, and even to their advantage, could be maintained on waves outside these bands, or better yet, by means of metallic circuits. For our purposes it may well be assumed that this suggestion of the Union is less than correct, and that all existing services could be satisfactorily taken care of elsewhere should the broadcast band be enlarged.

It appears, however, that some consideration must be given to the welfare and prosperity of American broadcasting as they may be affected.

Conditions on Continent

A BRIEF reference may be made to the conditions prevailing on the European continent, which renders widening of the band desirable there, and this may serve to indicate certain fundamental differences in situation.

It is an apt analogy to say that the European continent finds itself today in very much the same situation as did the United States prior to the enactment of the Davis Amendment; that from the European view the enlargement of the broadcast band is as inevitable as that amendment was here, and it is due primarily to the same causes. From the radio-technical standpoint, the European continent, with its various nations, is comparable to our country with its component states. Europe has suffered from several "reallocations of 1927," such as in the United States gave rise to violent protests from areas described as "under-served."

For example, extracts from correspondence between the Lithuanian government and the International Broadcasting Union, are available, which, it is certain, could

(*Continued on page 23*)

MADRID DELEGATION NAMED

Sykes, Jolliffe and Lichtenstein Will Represent U.S.; Several Refused Honor Because of Economy

Mr. Lichtenstein

Judge Sykes

Dr. Jolliffe

PINCHED by the economy wave, President Hoover has appointed a small delegation to represent the United States at the International Radio Conference which opens at Madrid Sept. 3, and at which the battle for securing long waves for broadcasting will be fought. Acting Chairman E. O. Sykes of the Radio Commission was named chairman of the delegation, and Dr. C. B. Jolliffe, Commission chief engineer, and Walter Lichtenstein, executive secretary of the First National Bank of Chicago, were appointed as delegates.

The State Department on Aug. 4 announced the appointment of the delegation, which includes telegraph as well as radio representatives. Only eight technical advisors were named, as against 26 at the last international conference in Washington in 1927. There were 17 delegates representing the United States at that conference, under the chairmanship of Mr. Hoover himself, then Secretary of Commerce.

It is known that appointments as delegates to the Madrid sessions, expected to last for three months, had been proffered at least a dozen persons prominent in radio, legislative or administrative capacities. The sharp reduction in the appropriation for the conference, together with the cut in per diem allowance from $12 to $6 per day, however, was responsible for rejections. Senator Wallace White, Jr., of Maine, for example, had accepted an appointment prior to enact-

(*Continued on page 24*)

XUM

Velocity Microphone Makes Its Bow

Radically New Device Discards Diaphragm, Possesses Marked Directionalism and Increased Fidelity

By J. P. TAYLOR
Transmitter Sales Engineer
RCA Victor Co., Inc.

THE NEWEST contribution of the laboratory engineers to the rapidly progressing art of broadcasting is described authoritatively for the first time in print in this article. The Velocity Microphone, the author contends, introduces new principles of construction and operation and will shortly replace the present devices in the more progressive studios. The new instrument improves studio pick-up, increases fidelity of reproduction and is more convenient than the present type the writer asserts.

Mr. Taylor

FROM the early days of broadcasting the studio microphone has presented the hardest problem engineers have had to meet in their constant efforts to improve broadcast fidelity. Early carbon types were unreliable and of poor quality. They were improved upon, but they were never entirely satisfactory because of their high background noise and susceptibility to blasting. Meanwhile speech input and transmitting equipment capable of reproducing faithfully the range of frequencies from 30 to 10,000 cycles had been developed. A microphone of equal range was imperative. The condenser microphone was the answer. Transmitting with fair fidelity the entire range, it presented a real advance and soon became an accepted standard. Recently other types of microphones have been introduced. These have had about the same characteristics as the best condenser microphone but have had an advantage (under certain circumstances) in that they did not require a closely linked amplifier.

Despite the 30 to 10,000 cycle range of the condenser microphone and other recent types of microphones, they did not satisfy the more discriminating engineers. The frequency curves by which they were judged were fairly flat—but they were made by the actuator method. In that method of calibration the pressure of the sound wave is simulated by a vibrating rod exerting a mechanical pressure on the diaphragm of the microphone. Engineers were openly doubtful of the veracity of this method; they thought they could detect in the reproduced signal whistles and lisps which could be due only to the unnatural accentuation of certain frequencies. They decided to check it by the Rayleigh disk method. A pure sound wave of known frequency and amplitude is generated by the Rayleigh disk. Since this is essentially a sound wave in free space, it makes possible very accurate measurements of microphone response. As these engineers expected, these measurements showed all available microphones to have various peaks and dips. Having proved this, they had no difficulty in determining the reason.

Faults of Present Mikes

ALL OF the microphones used up to this time employed a diaphragm which offered a relatively large and impeding surface to the passage of the sound waves. These waves were reflected by this surface and hence the pressure on the diaphragm was more complex than the direct sound pressure simulated by the actuator rod. Moreover, since the diaphragm was more or less recessed, cavity resonance occurred. In addition, the dimensions were such as to cause mechanical resonance of the diaphragm at audible frequencies and pressure doubling which accentuated the higher frequency. Obviously most microphone ills could be laid directly to the use of a diaphragm. With this in mind engineers set out to develop a microphone which would be free of these shortcomings.

The Velocity Microphone has been dubbed "the microphone without a diaphragm." The description is appropriate, for it emphasizes the radical difference in the construction of this new microphone. A less obvious but also important difference is that the sound waves, instead of being forced to pass around this microphone, actually pass freely through it. But more important than either of these constructional differences is the fact that it introduces an entirely new principle of microphone operation. All previous types of microphones were actuated by change of pressure on the diaphragm. They were, therefore, spoken of as being pressure-actuated. The Velocity Microphone is not. It is actuated by the velocity of the air particles. Thus it is velocity-actuated—and from this it derives its name.

How It's Constructed

THE MOVING element in this new microphone is a thin metallic ribbon suspended between the poles of a magnet with its length perpendicular to, and its width in the plane of the magnetic lines of force. Permanent magnets are utilized and hence no field supply is necessary. The pole pieces of these magnets are so constructed and cut away as to allow free passage of the sound waves through the microphone. The ribbon element is made of thin duralumin and is so light that its motion corresponds to the motion of the air particles. It is suspended from metal cross-pieces which in turn rest on four insulating bushings. These bushings are the only nonmetallic parts of the microphone. This construction insures that temperature and humidity changes will have no effect on the operation of the microphone. Moreover, it is sufficiently rugged that it may be knocked over or dropped without impairing its operation.

The principle upon which the operation of the Velocity Microphone depends is relatively simple. The ribbon element is caused to vibrate by the air particles of a sound wave. Since this vibration occurs in a strong magnetic field there is induced in the ribbon a signal voltage corresponding to the undulations of the impressed sound waves. This signal voltage is given by the expression:

$$E = blx$$

where b = flux density
l = length of ribbon
x = velocity of ribbon.

In this expression b and l are, of course, constants. The velocity of x can be shown to be independent of frequency as follows: The velocity in a mechanical system is the ratio of its pressure-gradient to the accoustic impedance. Both of the latter are proportional to frequency; hence their ratio, the velocity x, is independent of requency. This being so, the signal voltage E will be independent of frequency and the response of the microphone uniform at all frequencies in the working range. The free-wave curve of the Velocity Microphone (Fig. 1) shows this to be true to a close degree of approximation.

FIGURE 2. The Velocity Microphone mounted on a standard program stand for general studio use. Table and suspension mountings are also available.

Natural Reproduction

THE FREQUENCY range of the Velocity Microphone as measured by the Rayleigh disk method is shown in Fig. 1. Examination of this curve shows that it is nearly flat from the lowest audible tones to beyond 14,000 cycles. The slight falling off at higher frequencies represents a difference which would not be detected by the ear. Moreover, since it is a smooth curve it may, if desired, be compensated for in the following amplifier. For comparison curves made on other types of microphones under identical conditions are also shown in Fig. 1. The peaks and dips which engineers found caused the whistles and lisps marring many broadcasts are plainly evident. (It should be noted that the general slope of the condenser microphone is compensated for in the associated amplifier—which does not, however, remove the sharp point of the peak.) These peaks are traceable to diaphragm resonance, cavity resonance and pressure-doubling. All three result because of the use in all previous types of microphones of a pressure-actuated dia-

(*Continued on page 25*)

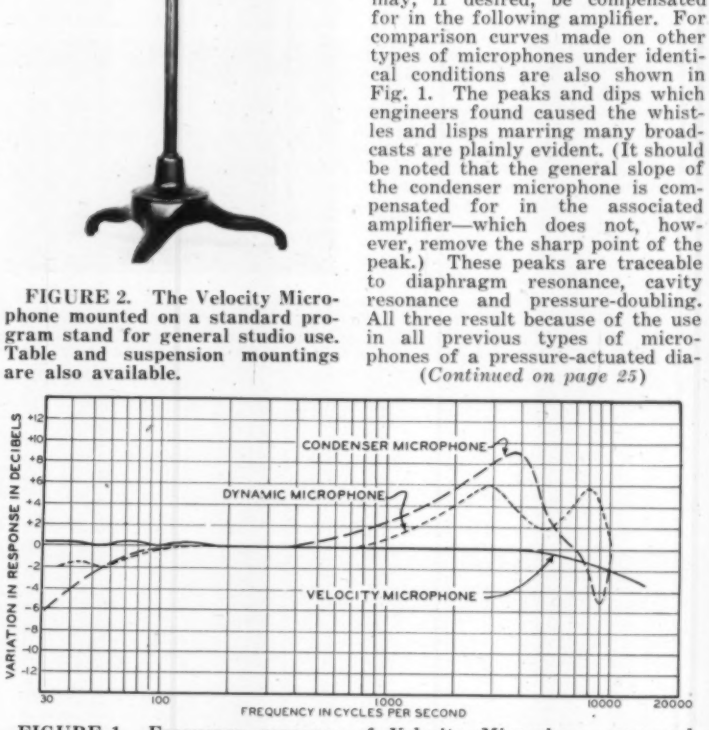


FIGURE 1. Frequency response of Velocity Microphone compared with that of two types of microphones commonly used in broadcast studios. Free wave calibration for a sound source directly in front of the microphone. (The curves for the condenser and dynamic types of microphones are from published data.)

Local Programs for the Retail Merchant

By RALPH R. BRUNTON*
Manager of KJBS, San Francisco

Price Quoting, Newspaper and Mail Tie-ins Recommended; Cooperative Letter Advertising With Sponsors Proposed

Mr. Brunton

THE SMALL retail merchant can be sold on radio advertising just as surely as the large national producer, according to Mr. Brunton, but the sales method must be different. KJBS has been particularly successful in obtaining local accounts, as this article will disclose. This success has been achieved without resort to price-cutting and in the face of strict taboos against certain types of advertising. The article contains ideas for all broadcasters, especially the local station managers.

IT IS MY opinion that the local broadcasting station has its definite place in the radio set-up from a local advertiser's standpoint and ties in with chain programs just as much as the local newspaper has a definite tie-in with national magazine advertising.

Referring to the newspaper as compared with the local radio station today, I believe the station is in the same position that newspapers were some 15 or 20 years ago. In the first place local stations have been unable to get together as to rates, cooperation, etc., just as newspapers were unsuccessful in these respects some years ago.

In the early days of newspapers merchants were buying advertising space at a price dependent entirely upon how good a buyer the advertising manager happened to be. For example, two department stores across the street from one another would be buying space side by side in a newspaper at a different rate. This condition was finally rectified and definite rates were established in accordance with the paper's circulation, etc.

Raps Price Cutting

OF COURSE, radio will never know what its "circulation" is; therefore, the method of determining the cost of time over a station will have to be worked out more or less by the owner. I firmly believe that as soon as price-cutting on radio stations is eliminated, the entire industry will be far more healthy than it is at the present time or has been in the past. I also firmly believe that stations should put their rates at a price that they believe the time can be sold for and that is of value to the advertiser, and then keep that rate.

Price cutting is not healthy as it destroys the confidence of the buyer, not only in the station which cuts the price but in all other radio stations, due to the fact that if one station or two cut their rates the advertiser naturally assumes that all stations do. This makes a tougher selling job for the stations that are sticking to their rate cards.

Re Price Quoting

I THOROUGHLY believe that the quoting of prices on retail merchandise for a retail merchant is absolutely essential, because the local retail merchant has been accustomed to buying that type of advertising from newspapers and it is going to take a good many years to educate him to the idea of institutional advertising over the radio.

I further believe that the local radio station must practically become an agency for the smaller merchants. This type of merchant is not financially able to employ an advertising manager, or the services of an agency; therefore, it has been our experience that we have been called upon to help plan newspaper and direct mail campaigns along with the radio campaign. We recommend agencies whenever we feel an account is large enough to warrant their services.

We have had numerous very successful local campaigns, as well as some that did not appear so successful.

Certain Accounts Taboo

BEFORE going into the successful campaigns I wish to say that I have definitely decided that there are certain types of campaigns that will not get results over the radio any more than they will in newspapers, by direct mail, or otherwise. In the particular case of KJBS, we have had a policy, which has been in effect for almost three years, that we do not accept advertising for dentists, chiropractors, gold mine stock or oil well deals. We have found that this policy, while no doubt reducing our revenue, has strengthened our position in the advertiser's mind, justly so, due to the fact that our advertising is dependable.

Among some of the successful campaigns handled is the Associated Food Stores, comprising 125 grocery stores. They carry considerable newspaper advertising and distribute handbills which refer to their broadcast advertising over KJBS. Each store displays placards calling attention to the radio programs.

Selix, men's clothier, advertises his KJBS program in newspapers as well as by means of stickers on each package sent out of the store.

Variety of Local Sponsors

MILLBRAE Highlands, a real estate subdivision, ties-in all newspaper advertising copy to its KJBS program. H. Liebes & Co., large department stores, in practically every newspaper advertisement, calls attention to its skit on KJBS known as "Julie and Jim," and on all invoices.

The Alhambra Water Co. and Mountain Springs Water Co., distributors of bottled spring water, both use stickers on their bottles advertising their KJBS programs, and also tie-ins in their broadcasts with any newspaper displays.

The Universal Safety Co., a brake-lining, tire-repairing and general automobile maintenance company, uses a direct mail tie-in whenever it has a program over our station. The San Francisco International Fish Co. furnished all stores selling its product placards calling attention to its KJBS advertising.

The City of Paris, another San Francisco department store, uses stuffers in direct mail advertising calling attention to the KJBS broadcasts, and likewise ties-in its programs with newspaper advertising.

Taco Popular Cleaners advertises its time signal service over KJBS on 25,000 tags issued monthly to customers.

Julius Brunton & Sons Co., owner of KJBS, is also distributor for Willard storage batteries and Philco Transitone radio sets. We mail out approximately 5,000 pieces of mail a month to new car buyers and used car buyers, and we use stuffers calling attention to KJBS with this mail, as well as with our statements. These inserts advertise some particular sustaining feature on KJBS or comprise general institutional advertising.

Stations Must Advertise

I PERSONALLY do not believe that a radio station can stand on its own without doing advertising other than over the air. I believe that KJBS has spent more money in newspaper advertising around the San Francisco Bay metropolitan area than all of the stations put together, with the exception of perhaps one or two.

At the present time, we are handling a campaign for the San Francisco Theatres, Inc., which consists of five neighborhood picture houses. These theatres are running a talking trailer in each one of their houses, calling attention to their 15-minute program on KJBS, which is known as "At the Hollywood Keyhole." These trailers are seen and heard by from 45,000 to 50,000 persons a week. These same theatres last year ran a four months' campaign with us and they used trailers at that time also. I might add that they are paying the entire cost of the trailers and that we are not giving them any special rate.

We are contemplating a plan at the present time—and have approached several of our larger advertisers with the idea—of the station paying part and the advertiser paying part on a direct mail campaign in which inserts on KJBS will be put in all the advertisers' letters, bills, etc., being mailed out.

Local Service Stressed

I BELIEVE that if we can get enough advertisers to use this system that within a comparatively few months we can work it up to where we have approximately 100,000 letters advertising KJBS.

In closing let me state that the local merchant has an entirely different view of radio advertising than the national sponsor. He must have direct results. Furthermore, a truly local station must have local features. We, for example, volunteered the use of our station for the San Francisco police department to broadcast to police patrol cars. This we did at no cost whatever to the city for over a year and a half, and I believe that it was one of the biggest audience getters we ever had. The city put in its own short wave transmitter, and we, of course, lost this news service.

*Excerpts from an address delivered at the recent convention of the Pacific Advertising Clubs Association at Vancouver, B. C.

New Harmony "Find"

WORTHY RIVALS to the Mills Brothers, the CBS "find" of last season, are believed to have been discovered by NBC in the "Three Keys," a negro trio discovered in an obscure basement "black and tan" cafe in Chester, Pa. It is claimed they bring a new mode in harmonizing to radio, with voice, piano and guitar. Known as Bon Bon, Slim and Bob, the "Three Keys" made their debut over an NBC-WJZ network Aug. 12 and are to be heard four nights weekly in a sustaining program, Thursday, Friday and Saturday at 10:30 p. m. and Sunday at 10:45 p. m.

Big Grocery Firm Gains in Good Will, Trade With Radio

Store Officials do Announcing For Sponsors on WILM

By H. P. BRIDGE, Jr.

RADIO advertising of a unique sort has helped Hearn Brothers, well-known independent grocers of Wilmington, Delaware, kill two birds with one stone.

In the first place, the programs have played an important part in the general merchandising campaign which has helped them forge steadily ahead, depression or no depression. Secondly, by having the various department managers do the announcing, it has given them a greater pride and personal interest in the business. And, incidentally, the latter feature has lent an unusual slant to the broadcasts as well as increased the number of regular listeners by the addition of friends and relatives of the various employes who are always eager to hear what the latter say and how they say it when their turn "on the air" rolls around.

Newsy Chats

BETWEEN vocal and instrumental numbers of a popular nature, for instance, the head butcher gave a brief, newsy chat on his association with the business, putting emphasis on the quality of meats selected and the sanitary methods under which they are handled. Other members of the store force, which consists of forty-five men and women, dealt with their activities and the close connection between these and the housewife's work of managing her home economically and efficiently.

Announcements were kept short and to the point, each one being carefully prepared by the management in collaboration with the employe who was to deliver it. Broadcasts are carried weekly over WILM on a 13-week basis. They are of 15 minutes duration.

Business Spurts

THIRTEEN years ago when Stanley and his brother, Luther Hearn, started their grocery store, business for the first year totalled $50,000. Today, the average *monthly* volume almost reaches this figure—about $40,000 to be more exact—and this despite the fact that, for the past seven years, a large chain store unit has been fighting for business just two doors away.

Aggressive merchandising and particular attention to the personal equation that is so important in an independent business such as Hearns' have played no small part in their success, despite the fact that the store's trade is largely confined to a single neighborhood and the suggestion of radio advertising might have been cast aside because of reluctance to pay for "waste circulation."

As in the case of any growing business, there has been no real waste. It was merely a case of some "circulation" being more valuable than the rest—but all of it very much worth while to a business that is constantly expanding its services and looking to still further progress in the future.

UP-TO-MINUTE RADIO SURVEY

John Shepard, III, Initiates Idea of Checking Program —Tuned-in When Phone Inquiry Is Made—

A NEW TYPE of radio survey, designed to check listening habits more accurately than has been possible by methods heretofore used, has been introduced through the initiative of John Shepard, III, head of Shepard Broadcasting Service.

Radio surveys to tabulate listener preference invariably have been based on *opinions of the past* rather than *facts of the present.* It was felt that any method involving memory, or attempting to generalize on a particular fact, was only comparatively accurate. Walter Mann & Staff, who conducted the survey for Mr. Shepard, devised a method to overcome this obvious defect.

Basic Question

IT WAS decided that all interviews should be by telephone and that the basic question asked should be the name of the station or program (if any) that was actually turned on *at the time the telephone bell rang.* The interviews were carried on continuously from nine in the morning until 10 o'clock at night for a period of seven consecutive days.

The interviewers were specially trained, and they had written instructions as to what to say and do. They worked under a supervisor who saw that calls were properly made and checked the replies to see that stations and programs as given by the responders corresponded.

To insure an unbiased survey the interviewers were not told for whom the survey was being made, but were instructed to get the absolute facts regardless of what they might be.

Sample of Question

GREAT CARE was exercised in questioning the responders. If an interviewer gives an inkling that he or she hopes to develop certain facts, the responders are apt to try to please the interviewer, and in so doing bias the survey. The actual questions asked therefore avoided any hint that this was a station popularity check. Here is a sample of the questions asked:

"Good morning (afternoon, or evening). This is the Radio Research Association. We are trying to find out what people are listening to on their radios at this time of day. Would you mind telling me—Have you a radio?" (If the responder answers in the affirmative, the girl contines)—"Was it turned on when you answered the telephone?" (If the responder still answers in the affirmative, the girl then continues) "Would you mind telling me to what you were listening?" (If the responder mentions the name of the program, the girl then asks)—"Do you know what station that program is on?" (If the responder on the other hand mentions the name of the station, the girl asks)—"Do you know what the program is?" (In this way, we are able to assure ourselves that the responder is really giving the accurate response.)

12,400 Replies Recorded

TWELVE thousand four hundred and four interviews were actually recorded in gathering data sufficient for figuring the popularity percentages of the Boston stations.

Naturally several thousand additional calls were made in order to obtain this number of responses. Lines were busy, or there was no answer, or the person did not wish to respond, there was no radio in the house, or it was out of order.

Throughout the survey, the one line of questioning was adhered to —not what station do you think you listen to most, but what station were you actually listening to when the telephone bell rang?

Special Early Morning Rate Dropped by NBC

SPECIAL rate offerings to sponsors taking the early-morning periods before 9 a. m. on NBC have been withdrawn, and all daytime rates are now on the same basis, Roy C. Witmer, sales vice president, has informed all advertisers and agencies. Effective Aug. 1, all daytime rates (12 midnight to 6 p. m.) are half the evening rate, which is in force from 6 p. m. to 12 midnight. A new rate card showing the adjustment has been mailed.

"Conclusive evidence in the form of a vast amount of response to programs broadcast prior to 9 a. m., and in turn confirmed by numerous surveys, indicates the existence of a regular and attentive audience of proportions at least equal to that of other daytime periods," Mr. Witmer's letter said. "In consequence the special network rate heretofore quoted for such service is no longer justified."

Double Announcers

KOIL, Council Bluffs and Omaha, has found its two-announcer system so satisfactory it will be continued. This station, like so many others who found programs hard to sell the past six months, has solicited and received a great many announcements. To get the maximum attention for these, in addition to backing them with excellent sustaining entertainment, KOIL put on two announcers, so the change in voices would demand attention, eliminating "unconscious listening."

RCA Income

THE RADIO Corporation of America and its subsidiaries earned gross income of $36,542,163 and net income of $219,405 during the first six months of this year, according to announcement by David Sarnoff, president. For the same period last year gross income totalled $47,973,727 and net income amounted to $2,638,703.

St. Louis Post Office Sponsors Educational Programs Over KMOX

KMOX, St. Louis, boasts the most unusual advertiser in the country, viz., the United States Post Office. For the first time in the history of broadcasting, a radio station has been chosen to educate the public regarding the service of the mail handling branch of the Federal government.

The first program of the educational series was broadcast over KMOX, Aug. 2, by the parcel post division of the St. Louis post office, and subsequent broadcasts follow each Tuesday night at 8:30 o'clock. The series is offered on a sustaining basis.

A. J. Michener, St. Louis postmaster, widely known as "the air-minded postmaster" for his work in building up the air mail systems and for his seven-hour flight from St. Louis to Havana with Major James Doolittle, is principal speaker on the programs.

The Letter Carriers' Band of 35 pieces, under the direction of John H. McClure; the 30 members of the Post Office Mandolin Club, under the direction of Gerhard Kelsch, and Emerson Brown, popular baritone soloist, furnish the musical portions.

The chief purpose of the broadcasts over KMOX is to bring widespread knowledge of the little known facts regarding the interesting phases of the U. S. mail and parcel post division service. The St. Louis post office has printed 32 by 24 inch placards to advertise the programs by means of displays on all delivery trucks and at all branch postal stations. The signs read:

"Tune in on KMOX Tuesdays, 8:30 to 9 p. m., for the Educational Programs Sponsored by the Post Office."

Ben Pratt Elevated

BEN K. PRATT, in charge of special publicity work with the Chicago division of NBC, was given the title of director of public relations, effective Aug. 1. A. R. Williamson, for the last five years manager of the network's Chicago press department, will continue in that capacity, but under the supervision of Pratt. Pratt has been associated with NBC in Chicago for the last two years.

KFPY Appeals

THE PETITION for a stay order filed by KFPY, Spokane, seeking to have stayed the Radio Commission decision granting KSEI, Pocatello, Idaho, authority to change frequency from 900 to 890 kc. was denied Aug. 2 by the Court of Appeals of the District of Columbia. The Spokane station also was an applicant for 890 kc., one of the Canadian-shared regionals relinquished by Canada under the agreement reached last May. Simultaneously, KFPY filed an appeal with the Court from the Commission's decision, now pending.

WRBL, Columbus, Ga., was authorized by the Radio Commission on Aug. 5 to increase its power from 50 to 100 watts on 1200 kc.

XUM

Russian Radio Experiencing Growing Pains

By ALBERT COATES

Good Music Predominates on Programs, Jazz is Banned; Reception Inferior to American Despite High Power

THE AUTHOR of this article is the distinguished Anglo-Russian conductor now in this country to direct the New York Philharmonic Orchestra in the Lewisohn Stadium concerts which are broadcast twice weekly over the CBS network. He is one of the leading figures in the Russian musical world, having been recently appointed general musical director of the Soviet government, and devotes a large portion of his time to broadcasting. While finding much to laud in Russian radio, he praises our sponsored programs highly, has no criticism of advertising talk and concludes that the American system is better for a capitalistic country.

RUSSIAN radio is still in what I should term the embryonic stage. For the past few years it has been undergoing constant changes, and this revision and gradual improvement will undoubtedly continue for some time to come. At the present time it is extremely difficult for me to speak authoritatively about broadcasting in Russia, for great changes are taking place now which will probably alter the whole complexion of radio in the Soviet. Perhaps the most illuminating approach for me to attempt is a description of what has been happening in Russia for the past few years.

First, despite great improvement in the technical field during the past 18 months, the quality of reception in Russia is not so good as that in this country. The Russian stations have a maximum power output of more than 100,000 watts as compared to the 50,000 in general use here; yet network and single station transmission has not been developed to the point where the reception is on a par with that in America. The broadcasting studios are among the most beautiful buildings in Moscow, and a continually mounting public interest in radio augurs well for the future.

A Day's Program

THE RADIO day in Russia, like that in this country, begins at 7 o'clock in the morning. A loud trumpet call inaugurates the first program, a period of setting-up exercises to a background of phonograph music. If, by chance, you have left your receiver on all night —as I have done on occasions— you are awakened with a start as this powerful trumpet call frightens you out of bed. The morning and afternoon periods are filled largely by talks on a wide variety of subjects given by authorities in different fields.

Contrary to common belief, very little time is spent in disseminating Soviet propaganda. The talks are both educational and industrial. Many hours are devoted to radio instruction in foreign languages and related subjects. But even now the greater portion of daytime broadcasting is taken up with talks on economic and industrial questions. Unfortunately a large part of these talks consists of criticism of other industrial workers. Rival factions in industrial processes present spokesmen who not only explain their own work, but go into detailed descriptions of the shortcomings of their fellow workers.

Late in the afternoon, programs devoted to the study of sectional music and folk lore are presented. There are about a thousand states in the Soviet, and each section has its own distinctive folk music. The great Moscow station—and it is this station that I speak of primarily throughout this article—offers two hours daily of this educational music, presenting on successive days the typical music of Svonetia, Abhazia, the Georgian section, etc. Similarly, compositions of the most modern and radical schools are played. Around dinner time the Russian stations go off the air completely for about two hours, and at other times there are occasionally breaks in the continuity of broadcasting.

In recent months music has been playing an increasingly important part in Russian Radio. About four hours a day are now devoted to symphonic music. This period on the Moscow station is from 8 p. m. to about midnight, when the station signs off. A government ban on jazz prevents any performance of popular melodies or the so-called "hot" music which is heard so often in this country. The quality of the musical programs in the Soviet is undoubtedly equal to that in America. The finest musicians of the leading symphony orchestras are heard in frequent performances, and no pains are spared to produce an outstanding recital worthy of any concert stage. Particularly is this true of Moscow stations, for Moscow is considered the Mother City of the Soviet, and its productions must be of the finest.

Mr. Coates

Full Operas Broadcast

A SPECIAL feature of the Moscow radio broadcasts is the production of complete grand operas. The station has its own opera house, a small auditorium seating only about 500 people, which is crowded for every performance. From two to three full operas, presented by leading Russian vocalists, are broadcast weekly.

It is quite impossible to compare the government controlled radio of Russia with the commercial radio in the United States with a view toward ascertaining how commercial radio would affect Russian broadcasting. The Soviet system, excluding as it does any sort of commercialism in industry would automatically exclude commercial radio.

Yet for countries which work on a capitalistic economy, I should deem commercial radio an excellent thing. Broadcasting is a liberal educator from every angle; almost every phase of human activity is properly the province of radio, and I see no reason why commercial products should not make use of it. If the product is good, people should know about it, and radio is certainly one of the most effective methods of introducing anything to the public.

I have heard much criticism of the advertising talk which the sponsorship of programs makes inevitable in American radio. Frankly, I cannot join that chorus of criticism. The American system brings the best in many fields of entertainment, education and news into one's home free of charge. If at any time the commercial talk becomes offensive, all one has to do is turn the dial of his set until it is over and then return to the program for the music or whatever in it interests him. If the talk is well presented and the product worthwhile, radio has done the listener a service by acquainting him with it. Were it possible, I should favor such a system in Russia.

News of Other Years Proves Popular Nightly As Feature Over WGN

SUGGESTIONS from listeners for more "Headlines of Other Days" continue to pour into WGN, Chicago, which offers the feature at 9:25 o'clock nightly. Some of the programs proposed are the Death of Queen Victoria, the Galveston Flood, General Custer's last stand, the Wall Street bombing and many heavyweight championship fights.

Quin Ryan, manager and chief announcer at WGN, is in charge of the popular feature. Each Thursday a day's issue of the CHICAGO TRIBUNE is reviewed. Theatrical productions, sports and advertisements are recalled. Here is a sample:

"Miscellaneous ads . . . Hall trees of carved oak, nearly 7 feet high, with large beveled mirror, $12. . . . Stoves, oil stoves—the celebrated General is a perfect burner and cooker, guaranteed not to smoke, $11.89. . . . Parquet floors and weather strips, see J. Dunfee and Company, 106 Franklin street. . . . Croquet sets, 4 balls, painted in bright colors, 45 cents. . . . Rope portiers—for five or six foot opening—heavy tassels and ruffles, tinsel wound, any color, $1.98. . . . Imported ice cream sets, very elegant, $5 value, at $1.98. . . . Ladies' black silk mitts, 25 cents. . . . Ladies' bicycle suits, complete cycling costumes of 4 pieces. . . . skirt, blazer jacket, fedora hat, and knickerbockers . . . made of strictly all wool blue and gray mixtures, $8.50. . . . Women's new Twentieth Century bicycle boots, 15 inches high . . . ten buttons . . . A genuine swell perfect fit for $3.00."

BBC License Fees

MORE THAN two and a quarter million pounds ($8,100,000) was subscribed by British listeners during the year ending March 31. Of this 10 per cent was retained by the British Post Office, whereas 1,225,709 pounds, or $4,412,552.40, was paid to the British Broadcasting Corporation.

Station Held Agent Of Insurance Firm

West Va. Rules on WMMN In Union Mutual Life Case

ATTORNEY General Howard B. Lee, of West Virginia, has ruled that the Holt-Rowe Broadcasting Co., of Fairmont, W. Va., operator of WMMN, is engaged in the insurance business because it accepted a per-inquiry proposal from the Union Mutual Life Company of Des Moines. The account is one of the type classified as advertising on a commission basis in the Aug. 1 issue of BROADCASTING. A question similar to that ruled on in West Virginia was raised in New York, where WOV was defendant in a test case. The International Broadcasting Corp. and its general manager, John Iraci, were charged with violation of New York insurance laws, in that no certificate of authorization was obtained from the state superintendent of insurance. The Union Mutual Life Company was the sponsor in this case. Action brought against it in magistrate's court, however, was dismissed.

Text of Opinion

FOLLOWING is the full text of the ruling by Attorney General Lee of West Virginia:

"We have before us your letter of the 19th instant with the correspondence of your office with the Holt-Rowe Broadcasting Company of Fairmont, W. Va., regarding the advertisement of the Union Mutual Life Company of Des Moines, Iowa. You are concerned as to whether or not said Union Mutual Life Company is doing business in the State of West Virginia, and whether or not the Holt-Rowe Broadcasting Company of Fairmont, W. Va., is acting in the capacity of an agent of said insurance company.

"It is contended that the business done by said Union Mutual Life Company is interstate commerce and that the radio communication requires a uniform system of control throughout the Nation which is exclusively vested in Congress and the agencies created by it. No doubt this is true if the communication was broadcast from the home office in the State of Iowa, but the method used in broadcasting these advertisements is wholly of an intrastate character.

Clearly an Agent

"THE HOLT-ROWE Broadcasting Company is a West Virginia corporation and does its broadcasting for the Union Mutual Life Company from Fairmont in the State of West Virginia. It uses records and a program in advertising the Union Mutual Life Company of Des Moines, Iowa, and requests that communications be addressed to the Holt-Rowe Broadcasting Company of Fairmont, W. Va., which communications are sent to the Union Mutual Life Company of Des Moines, Iowa, and a compensation paid for each communication to the Holt-Rowe Broadcasting Company.

"The system thus used clearly makes the Holt-Rowe Broadcasting Company an agent for the Union Mutual Life Company and the method of the latter constitutes intrastate business as contrasted with interstate business. Business thus carried on cannot hide behind the phrase 'interstate commerce' and carry on an intrastate business and escape the consequences of the latter.

"This opinion is in keeping and not contrary to the holding and rules of the Federal Radio Commission and the case of Whitehurst v. Grimes, 21 F. (2nd) 787, and United States v. American Bond & Mortgage Company et al., 31 F. (2nd) 448, as the questions there involved the power to license which is under the control of Congress. The method of doing business determines the question of whether it is inter or intrastate.

"We hold therefore that Holt-Rowe Broadcasting Company is an agent of the Union Mutual Life Company of Des Moines, Iowa, and that the business done by and through the former is intrastate."

Photo by Shaw Wilman, London, Courtesy of The Radio Times

ULTRA-MODERNISM prevails in the design of the recently occupied new home of the British Broadcasting Corporation in London. This is a bank of turntables for recordings, which are used extensively over BBC stations and network.

Hubbard Reorganizes Sales Division of KSTP

REORGANIZATION of the sales department of KSTP, St. Paul, is announced by Stanley Hubbard, general manager, as a measure of "keying the organization to the new feeling of buying confidence in the northwest engendered by the best crop and live stock conditions of many years." Ford Billings, formerly of WLW and connected with various national accounts and purchaser during his radio career of more than $15,000,000 worth of station time, has been appointed sales manager, effective Aug. 1. Edward P. Shurick has been promoted to Minneapolis division manager, and M. E. Breen has been appointed eastern representative, with offices at 420 Lexington Ave., New York City.

New Station Urged

A NEW station at Eureka, Cal., to operate daytime only on 1210 kc. with 100 watts power, was recommended to the Radio Commission Aug. 2 by Examiner Pratt (Report No. 400). The applicant is H. H. Hanseth.

Commercial Programs In Ireland Well Liked, Says London Manager

By SAMUEL KAUFMAN

CHARLES O. STANLEY, prominent London advertising man who is now managing the presentation of commercially sponsored features in the Irish Free State, arrived in New York, July 26, aboard the S. S. Majestic and proceeded the following day to the British Empire Conference at Ottawa.

Mr. Stanley told the writer that the commercial programs in Ireland are so much in demand that the original allotment of 14 hours each week for sponsored programs had been extended to 44 hours. The sponsored periods are open to English and American manufacturers, he said, and English announcements must be utilized. No foreign manufacturer dealing in merchandise competitive with Irish and British goods is allowed the use of the air channels.

"The purpose of this regulation," he asserted, "is to protect home industry. Also, the broadcasting of commercial programs from the Irish Free State will urge British manufacturers to advertise over the Irish stations rather than the French stations many of them have been using in the past."

Mr. Stanley said that the commercial programs come under the supervision of the Ministry of Posts and Telegraphs. The presentation of sponsored features, he added, in no way alters the license fee arrangement for listeners. He said he was not prepared as yet to issue a table of rates for time on the Irish stations.

Also on board the "Majestic" were Capt. J. W. Barber and R. Milward Ellis, vice presidents of the British Radio Manufacturers Association. They, too, were proceeding to the British Empire Conference at Ottawa.

KGB, SAN DIEGO, was authorized by the Radio Commission Aug. 5 to increase its power from 500 watts to 1 kw. on its present unlimited time assignment on 1330 kc. The Commission sustained the recommendation of Chief Examiner Yost.

BBC to Produce Disks As Service to Stations In Dominions, Colonies

THE BRITISH Broadcasting Corporation within the next few months will begin production and distribution of recorded radio programs for use by broadcasting stations in the Dominions and Crown colonies.

The BBC has decided to start the service "in response to an increasing demand from overseas stations," its statement said. "Programmes containing much that is national in character will be produced so that the Dominion and Colonial listeners may have an insight into the home life of the mother country.

"Programmes of general entertainment value will also be included in the scheme, but, in any case, will be such as are not likely to cause unemployment among local artists and musicians."

All the available artistic resources of BBC will be used in making the records, which will be circulated among stations subscribing to the service. The disks will not be made available to the general public.

It was pointed out that local talent is limited in the Dominions and that the copyright question offers considerable obstacles. The disks will be of a half hour or an hour's duration and may be used at the convenience of the station.

The service "will be supplementary to, and in no way take the place of, the programmes to be broadcast from the Daventry short-wave transmitter to various parts of the Empire," the BBC organ adds.

Organ Feature Sponsor Keeps Her Name Secret

RADIO'S oddest sponsored program, Irma Glen's Lovable Music, in which neither client nor product is named, will be resumed when Irma Glen, NBC and WENR organist, returns from her vacation Aug. 17. The program will continue to be broadcast over WENR, Chicago, each Wednesday at night.

At the sponsor's own request no mention is made other than that the program is presented by a lover of good music. It is understood that the sponsor is a wealthy woman living in Arkansas who enjoys hearing Miss Glen play enough to foot the cost of the feature at regular card rates.

Miss Neff Passes

MARIE K. NEFF, one of the pioneer women in radio, was stricken with cerebral hemorrhage while at work at her desk in the Chicago press department of the NBC, and died July 25. Miss Neff helped to establish the first NBC office in Chicago. Previously she had conducted a women's club feature of KDKA, Pittsburgh, in 1924, later being transferred by Westinghouse to KFKX, then located at Hastings, Neb. Her home was in Pittsburgh.

Radio Education That Has Succeeded

Key to WTAR School Held Cooperation With Educators; Courses Selected to Please Majority of Listeners

By RICHARD O. LEWIS
General Manager, KTAR,
Phoenix, Ariz.

Mr. Lewis

TWO YEARS' experience with the KTAR School of the Air, Phoenix, Ariz., has proved that radio, properly utilized, can be a powerful influence in education. Results of this school's work have shown it to be one of the most beneficial of the programs presented over KTAR.

Two factors are held largely responsible, and it is felt they must have full consideration in any similar enterprise of radio. They are: (1) Subjects must be carefully selected to be of greatest interest to the largest number of listeners and (2) all radio educational undertakings should be conducted by and in cooperation with recognized educators and schools.

The KTAR School of the Air for two years has effectively combined this station's "distribution" power with the splendid educational facilities of the Phoenix Union High School of which E. W. Montgomery is superintendent. The School of the Air has been an integral part of the Phoenix Adult School, itself a unit of the city's educational system.

Courses Available

AFTER some experimentation and considerable study, these courses were offered: parental education, Spanish, English, agriculture and music education.

Because of the large Mexican population of the southwest, the Spanish and English classes are coupled in the order of importance and each are given two weekly periods.

The Spanish classes were started despite belief of the assigned instructor that the language could not be taught without properly supervised work. Yet the enrollment in Spanish leads all the classes, and after the first few weeks of preliminary instruction scarcely a word of English was spoken.

In a pre-school publicity campaign, registration was encouraged, particularly if the prospective student wished to work for high school credit. Enrollment for the last year was almost equal to the Adult School registration, and approximately one-half took the final examinations for credit, these being supervised examinations.

Supplemented by Pamphlets

ON RECEIPT of registration for any of the courses, complete syllabi were mailed out. As courses progressed supplemental printed lesson material was mailed regularly. Correspondence pertinent to study problems was encouraged.

Material was prepared and lessons presented by teachers from the Phoenix Adult School, who now are unanimous in the opinion that radio instruction is superior in many respects to night school classroom work.

These students this year were scattered in 61 Arizona cities and towns and in California, New Mexico, Utah and other adjacent areas in the southwest.

Among these students were many of the 900 disabled World War veterans quartered in the veterans' hospitals at Prescott and Tucson. Others were housewives and mothers who would have been unable to attend school.

Programs are presented daily from 4:15 to 4:45 p. m., with an additional period Friday from 2:30 to 3:30 o'clock. It is worthy of note that this latter, dealing with agriculture, follows a schedule of topics compiled from suggestions and recommendations submitted by listeners. This is an especially valuable point since agriculture, Arizona's second industry, is generally conducted under irrigation systems and therefore requires highly localized instruction.

Enrollment in this class exceeds the normal school enrollment. In music appreciation the registration exceeds the night school enrollment by 300 per cent. The latter class, incidentally, is conducted by a leading piano teacher and is one of the most successful of the KTAR School of the Air.

Results of the School of the Air work have evolved these conclusions:

Students who voluntarily enroll for courses are willing, hard workers; instruction entirely by ear is entirely practicable and conducive to measurable results; fixed program time is essential for the successful radio school; and home study with the aid of radio is superior in many respects to classroom work.

Inquiries and comments received by KTAR show that the benefits of the School of the Air, particularly in such courses as music appreciation, agriculture and English, are accepted by four listeners for every one enrolled.

New Technique in Commercial Credits Urged as Benefit to Radio Advertising

Walter J. Neff Calls Present Announcements Unnatural; Suggests an Exclusive Speaker for Each Account

A NEW TECHNIQUE, and perhaps new blood, in commercial announcing is needed, in the opinion of Walter J. Neff, assistant director of sales of WOR, Newark, if radio advertising is to overcome its unnaturalness.

"Advertisers, advertising agencies, and broadcasters have been so busy with the development of the commercial side of radio that little real thought has been given to the absolute function of a radio broadcast," he said.

"Plainly speaking, broadcasting is the living, visiting ambassador of the concern which sponsors the program. Except for the fact that a physical presence is lacking in the home where a radio set is located, everything else remains exactly the same as if that advertiser's representative actually entered the home and discussed what he had to say with the prospective purchaser. Because of the lack of a physical presence, entertainment is used to attract the listener.

"Consequently it is of vital importance what is said on the program. It might be well at this time to recall your favorite program and think of what the announcer said and how he said it. The chances are 100 to 1 that the words which come to you in your own home, with possibly your wife and a child listening too, were not said in the same manner that they would have been said had that announcer been there in person. The whole speech was unnatural. In the light of this last thought, the spoken parts of our present day programs seem rather ridiculous.

"In order to do what I suggest, it would be necessary perhaps to revise our present announcers' technique or, perhaps, get new blood in the field. It might be even better to assign an exclusive announcer to each commercial program, so that that particular announcer would be the true representative of one advertiser alone.

"Let us go back several years in broadcasting. You will recall how popular announcers were at that time. People did not tune in to a specific program. They tuned to their favorite announcer, irrespective of the program.

"That was in the days when an announcer could in his individual way interpose his own personality on a program. He was not stilted by the continuity written for him by someone else. The popularity of the announcer disappeared almost entirely when his personality was hampered by continuities that were written by another party. With the disappearance of the announcer's popularity, the people tuned to programs and the announcer became merely a reader of commercial credits.

"What I am suggesting is not entirely new; the present trend toward the use of a 'master of ceremonies' on programs shows a groping in that direction. Nor is what I suggest revolutionary. Our present program standards could remain the same; the only change would be that the announcer would speak as though he were present in the home of every listener. If this were done, I believe great progress would be made in the field of commercial broadcasting."

Publisher Scores N.E.A. Radio Plan

H. E. Bucholz Exposes Lobby Work, Criticizes Morgan

A SCATHING exposition of the lobbying and propaganda activities of the National Education Association, including its plans for "annexing the radio," is contained in an article entitled "The Pedagogues Leap Upon Us," in the July AMERICAN MERCURY, by H. E. Bucholz, head of the educational publishing house of Warwick & York and publisher of EDUCATIONAL ADMINISTRATION and the JOURNAL OF EDUCATIONAL PSYCHOLOGY. Tracing the history of the N. E. A. from its foundation, the author describes the process by which it has developed from an organization of lofty ideals to one whose chief concern is "raids upon the public treasury."

Regarding its radio activities, Mr. Bucholz has little to say commendatory of the work of Joy Elmer Morgan, chairman of the National Committee on Radio in Education, in seeking passage by Congress of the Fess bill to set aside 15 per cent of the available broadcasting waves for educational institutions.

"Not content with their hold over the children of the nation today," he writes, "and their plans for extending that hold in the actual classroom, the pedagogues begin to dream of annexing the radio. At present the 'inspirational' matter printed in the JOURNAL reaches only school teachers and their families; if radio were brought under control of the Headquarters Staff, it would be pumped into every second American home."

Mr. Bucholz quotes from the JOURNAL of the N. E. A., edited by Mr. Morgan, to show that "radio is worth at least $100,000,000 a year to the schools of America." One of Mr. Morgan's pet antipathies, cigarette smoking, is believed by Mr. Bucholz to be the reason for the JOURNAL'S challenge: "Should narcotic advertising be allowed on the air?" "By narcotic advertising, of course, the brethren mean tobacco advertising," the author explains.

Educators Are Advised To Study Radio Methods

EDUCATORS interested in radio educational broadcasts should study the methods used by commercial broadcasters to attract listeners, Dr. C. M. Koon, specialist in education by radio at the United States Office of Education, advises. This suggestion is offered in a forthcoming booklet on "How to Broadcast—the Art of Teaching Radio," which the Office of Education is now preparing.

Houston Merger

CONSOLIDATION of KXYZ and KTLC, both Houston, was authorized by the Radio Commission Aug. 9 in a decision which also authorized KXYZ, as the merged stations will be known hereafter, to increase power from 100 to 250 w. and to change frequency from 1420 to 1440 kc.

XUM

BROADCASTING

THE NEWS MAGAZINE *of* THE FIFTH ESTATE

MARTIN CODEL, Editor
SOL TAISHOFF, Managing Editor
F. GAITHER TAYLOR, Advertising Manager

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Back to Good Times

GET THE BANKS in your community on the air! It means money in the bank for the banks and money in the bank for the broadcasters. It means more than that, hastening the day when good times will be with us again. For what better medium has ever been devised to build up confidence in a service, as well as in commodities, than radio advertising? Banks are "naturals" for broadcasting.

This is the time for bank advertising on the air. Some of it is already being done in scattered communities, with good results reported. In the last year, several runs on banks, resulting from unfounded rumors, have been halted when banking officials and others went on the air to allay depositors' fears.

One notable instance of effective use of radio advertising by a great banking institution is ably reported in this issue in the address by Mr. Michelson, of the gigantic Bank of America. What he says gives force to our point that banks should be leading radio advertisers. His remarks should stimulate many a broadcaster and agency to develop this wide new field of business.

More than any other element, the bankers know that it is up to them to take the leadership in bringing about a return to normalcy. Mr. Michelson shows how publicity of the character that instills confidence influences banking deposits. In California, the Bank of America used the slogan "Back to Good Times" in its radio campaign. Now all California is resounding to the slogan, first heard on the air.

Mr. Michelson brushes aside any question about the "dignity" of banks being radio sponsors. He says he would give his radio listeners "A Hot Time In the Old Town" if that would convey his message better than an aria from Aida. He prescribes "good taste and common sense" as the principal considerations in presenting a bank program to the family.

Banks have definite services, as well as intangible good will and institutional messages, to "sell" the radio audience. Broadcasters have perhaps the finest medium extant for purveying these messages, tastefully, unobstrusively and effectively. Mr. Michelson tells you how he did it in his inspiring article which BROADCASTING deems it a privilege to publish.

RADIO seems to have its compensations in the sometime bitter political arena. Rep. Ewin L. Davis, arch-critic of radio advertising and author of the famous Davis equalization amendment, appears to have failed of renomination and may not return to the House. Now comes Henry Field, practical Iowa broadcaster who took the Republican nomination away from Senator Brookhart largely by his radio campaigning, with the assurance to his fellows of the broadcasting fraternity that they will have "a friend in court" if he is elected.

TIME MAGAZINE, which returns to the air over CBS Sept. 8, is calling attention to its programs in its mail circulation solicitations in a manner that might well be adapted by other advertisers. Across the bottom of all its circulation letters, it carries a printed notation that the "March of Time" program is returning.

Its Own Niche

ONE OF THE FACTS all too frequently overlooked by broadcasters—and one that ought to be impressed more vividly upon the consciousness of the public—is that broadcasting now occupies a distinct economic niche of its own. It has definitely graduated from the stage of a few years ago when its devotees were precocious kids and adult nuts who liked the new electric thing. It has passed beyond that stage where it was merely regarded as a publicity avenue for some department store or seed house or newspaper or whatnot kind of business. Today it is serving a definite need of society, furnishing an avenue for reaching a multitude of people to reputable concerns who will pay the price as well as to public service purposes without cost.

In other words, broadcasting is now on its own in an economic niche of its own. It certainly is no longer an electric toy, and it is far from being a publicity sideline of some other business.

But 99 out of a hundred of the public do not realize that. They still think of broadcasting as the "voice of this or that company," not as the voice of any community project or of the variety of business sponsors to whom it gives voice. Too many broadcasters are submerging their real mission, and incidentally losing an opportunity for some vitally important good-will publicity for themselves, by failing to let their own audiences know what they really mean to their communities.

Some think of broadcasting as a purely entertainment medium; others as only educational and informing. "Why, broadcasting is like the theater, it entertains," one layman will remark. Another will say, "Oh, it's all advertising." All are wrong of course. Broadcasters simply say to the schools, or to those with entertainment or information or advertising: "We have built up here a great audience for you. Come to it with your message."

That's the real public service and economic niche of radio, however much it may include or cooperate in the entertainment, school and other fields to build audience and hold it. The public should be set right about it. An ideal identification for a station would be the signature: "This is Station BLANK, furnishing means of reaching a great and interested audience in the BLANKVILLE area" or such variations of this phraseology as are suited to the particular station.

The RADIO BOOK SHELF

WHOEVER inspired Graham McNamee's chapter on "Radio Thrills" in Fred J. Ringel's "America as Americans See It" (Harcourt, Brace and Co., New York, $3.75) should not be selected to write that estimable announcer's biography. The book, the Literary Guild's selection for June, is a symposium of various phases of American life with chapters written by authorities, more or less; its original conception was that it should be written for European consumption with the idea that it would give Europe an authentic view of the American scene.

McNamee's chapter is one of the poorest in the volume, not simply because of the manner of writing but because of its context. Extremely brief—only about 1,000 words long—an extraordinary portion is devoted to the telling of McNamee's greatest thrill as an announcer. It wasn't covering the political conventions of 1928, the Lindbergh arrival or any other big event of history—it was a world series game won in the ninth inning by a home run with the bases full!

If that sort of thing adequately tells Europe the scope and place of radio in American life, let us get announcers with Oxfordian accents such as the British employ. We read the chapter with mixed feelings of despair and disgust. With the conclusion of Stanley Walker, reviewer in the NEW YORK HERALD-TRIBUNE Book Section, June 5, we heartily agree:

"No matter what one's tastes may be, the radio would seem to require a competent chapter. It is mentioned in passing by several of the authors, but the only chapter devoted to radio is one by Graham McNamee, the broadcaster, entitled "Radio Thrills," from which the great man culls a few bouquets thrown from his garden of memories. It tells nothing about radio, which, it seems even to such an amateur social philosopher as this reviewer, is among the most significant and appalling things in American life. Certainly it is worth a workmanlike discussion."

WRITING FROM what he datelines as "No Visitors, N. Y.," Ring Lardner has been contributing an interesting series titled "Over the Waves" to THE NEW YORKER, weekly magazine of sophistication. His comments and criticisms on programs and performers are in the best Ring Lardner vein and have already attracted considerable interest. The series presumably will continue indefinitely in alternate issues of the periodical.

THE JULY issue of ELECTRICAL COMMUNICATIONS, published quarterly by International Standard Electric Corp., subsidiary of I. T. & T., carries articles on the new 25 kw. Swiss broadcasting station, by F. C. McLean; on "The Swiss Broadcast Network" by A. Muri, chief of the Technical Department of the Post, Telegraph and Telephone Administration, Berne, and on "Standard Broadcasting Land Line Equipment" by A. R. A. Rendall and J. S. Lyall, of I. T. & T. Laboratories.

THE THIRD edition of the international list of radio stations in order of frequencies is now available at the International Bureau of the Telegraph Union, Radiotelegraph Service, Berne, Switzerland. The price, including postage and supplements to the end of the year, is $6.76 (35 Swiss gold francs). Remittances should be made direct to the Berne Bureau by international money order.

We Pay Our Respects to—

JOHN SHEPARD, III

THOSE ROMAN numerals that always append John Shepard's signature represent a just pride he takes in carrying on the tradition of a distinguished family of Yankee merchants prominent in New England since the Civil War. When John Shepard, the elder, in 1865 founded the mercantile dynasty over which his son and grandson were to reign after him, he little imagined the turn its expansion would take. Radio was undreamed of; in fact, it was merely as a hobby that John Shepard, III, embarked upon his broadcasting activities just ten years ago last month.

It was on July 31, 1922, that John Shepard, III, inaugurated WNAC, Boston, to serve as a public service adjunct of the Shepard Store in Boston, the department store operated by his father and of which he was vice president. A few weeks earlier, Shepard, *fils*, had been fired with enthusiasm by the response elicited from the public when he started WEAN, Providence, where there also was a Shepard Store. Shepard, *pere*, knowing well his son's keen business ability, raised no objection to his radio enterprises, which at that time held out little or no promise of direct commercial returns.

The story of the Shepard radio endeavors, leading to the establishment of the well known Yankee Network, is now New England history. A few months after his Boston and Providence stations went on the air, Shepard conceived the idea of linking New England communities together by radio. A regional network was in the back of his mind when he forged the first link in what is now the Yankee Network by connecting WEAN and WNAC by land line, so that they could interchange programs. But it was not until February, 1930, that new links were added. First came WLBZ, Bangor; then WNBH, New Bedford; then WORC, Worcester; then WICC, Bridgeport-New Haven.

Little by little the chain expanded, and now it also embraces WAAB, Boston, also a Shepard station; WPRO, Providence; WDRC, Hartford, and WFEA, Manchester. On Sept. 1, a newcomer to New England radio, WMAS, Springfield, will join the network.

Grandfather Shepard started the Shepard Stores in 1865. His son, John Shepard, Jr., succeeded him before the turn of the century. He in turn temporarily retired from active direction of the stores in 1928 to become chairman of the board of both the store organization and of the Shepard Broadcasting Service, leaving the active direction to John Shepard, III, as president. John Shepard, Jr., still keeps his hand very much in the Shepard enterprises but spends most of his time in Florida, where he was several times elected mayor of Palm Beach.

John Shepard, III, was born in Boston on March 19, 1886. He spent his childhood and received his early education in Providence. Upon being graduated from Brookline high school, he was appointed to the U. S. Naval Academy at Annapolis. He passed all the examinations readily, but poor eyesight blocked his entrance. Discouraged at this failure, he chose to enter his father's store at Providence rather than go on to college. He began as a salesman.

His experience in the Shepard Stores in successive years covered every phase of the business from salesman to floor superintendent to buyer to department manager. His promotion to office manager of the Boston store preceded his election as vice president of that store. In 1928 he was made president of the entire organization.

Always, through the last decade, he has kept his hand actively in the management of the radio stations he started as a hobby and developed into a business as important as his mercantile trade. In April, 1931, he added WLEX to his station holdings, changing its call to WAAB. The novel idea of having both WNAC and WAAB broadcast from the same antenna system on their respective wavelengths occurred to him, and he installed what is said to be the first half-wave vertical steel mast to make this technically possible. Another technical improvement he was quick to adopt was the special acoustical treatment for the Yankee Network key studios in Boston and the technique of distant pickups. All programs of WNAC and WAAB, and most of the programs of the Yankee Network, originate in 10 beautiful modern studios on the main floor of the Hotel Buckminster.

Even the department store business cannot claim priority over radio in the affections of John Shepard III. Radio is his primary hobby, but there are two sports that also claim his interest. The first is golf. An excellent golfer, holder of several trophies, he won the golf championship of the National Association of Broadcasters at its annual convention tournament in Detroit last fall. The other hobby is baseball. The opening games of the season always find him on hand, and he enjoys as many more games during the season as his busy schedule will permit. It was his keen interest in baseball that led him to arrange for complete coverage of all the games over the Yankee Network; in his own organization he is probably excelled only by Fred Hoey, Yankee Network's ace baseball announcer, in his knowledge of the game and its players.

PERSONAL NOTES

ALEXANDER L. SHERWOOD, former assistant commercial manager of Westinghouse stations and now general manager of KQV, Pittsburgh, announces the appointment of Benjamin Soby, former promotion manager for Westinghouse in a similar capacity with KQV.

BORN, to Dewey Sturgell, of the NBC field group in New York, and Mrs. Sturgell, a daughter, July 26; to Chester A. Rackey, of the NBC design group, and Mrs. Rackey, twin sons, July 28.

LLOYD E. YODER, press relations manager of NBC in San Francisco, onetime Carnegie Tech football star, has been elected secretary of the Pacific Coast Association of Football Officials.

LOU ANCKER, formerly with WIP-WFAN, Philadelphia, has been appointed manager of WDAS, Philadelphia. The same station has also secured the services of Henriette K. Harrison, formerly with WCAU and WIP-WFAN and the Biow Company, New York agency, as program director.

COMMUTING regularly between Chicago and St. Louis are Walter Preston, western program director for CBS, and J. Kelly Smith, sales director of WBBM, Chicago, and KMOX, St. Louis. Walter "Hank" Richards, formerly of WLS, Chicago, has been appointed program production director of KMOX, with William H. West, associated with KMOX since its inception, as director of operations. Ruth Braden Betz is at KMOX as publicity director on leave of absence from WBBM.

FRANK E. MULLEN, NBC director of agriculture, participated in a "Do You Recall" program July 19 at KDKA, Pittsburgh. He broadcast the first market report from that station.

EDWIN M. SPENCE, of WPG, Atlantic City, has been named chairman of the committee in charge of arrangements for the NAB convention to be held Nov. 14-16 in St. Louis. Chairmen of four local committees were also named by Harry Shaw, president, as follows: Thomas Patrick Convoy, KWK, entertainment; Bill West, KMOX, reception; L. A. Benson, WIL, transportation; Stewart Chambers, KSD, publicity and exhibits.

AMONG those who stopped at the office of Fred Weber, Chicago NBC traffic manager, on their way to Washington for hearings before the Radio Commission were: John Henry, KOIL, Council Bluffs, Ia.; John Gillan, WOW, Omaha, Neb.; Jack Denny, WHO, Des Moines, and Peter MacArthur, Joe Maland and Paul Loyet, WOC, Davenport, Ia.

ARMSTRONG PERRY, director of the National Committee on Education by Radio, was to sail Aug. 14 from Boston on the Georgic for Europe. He intends to continue his interviews of broadcasting officials, started last year, and to attend the International Radio Conference at Madrid.

CARL WESTER, of the Chicago NBC sales division, joined Gene and Glen at Glen Lake, Mich., during a two week vacation in the early part of August.

HAROLD S. SYKES has been named commercial manager of KUMA, Yuma, Ariz., which formerly was KFXY, Flagstaff. Edward Calder, hailing from Boise, Ida., is the program director and M. W. Bannister is chief operator.

FRANK B. McLATCHY, of KSL, Salt Lake City, has been appointed head of the program committee of the Salt Lake Advertising Club.

THE ENGAGEMENT of James Moran, young Washington radio attorney, and Senorita Cecilia de Alfaro, daughter of the Minister of Panama, was announced Aug. 7. The wedding is scheduled to take place on September 17. Mr. Moran is a brother-in-law of Oswald Schuette, special copyright representative for NAB.

CLYDE C. HALL, formerly assistant to the director of research of the National Committee on Education by Radio, Tracy F. Tyler, on Aug. 1 left that post to become assistant to Bernard F. Weadock, executive manager of the National Electric Light Association, New York. Mr. Hall will be stationed in Washington.

JAMES HAYS, formerly announcer and commercial man at WCAE, Pittsburgh, has joined the commercial staff of KDKA, Pittsburgh.

HOWARD C. BARTH has succeeded Charles H. Kaletzki as manager of WSYR, Syracuse, N. Y. The latter has returned to the local agency field, with offices in the Tower building.

DON SEARLE, manager of KOIL-Council Bluffs-Omaha, is on an extensive vacation trip in the west. John M. Henry, director of KOIL, recently addressed the Omaha Rotary Club on "The Economic Niche of Radio."

S. S. FOX, president, and Harry Golub, manager of KDYL, Salt Lake City, have returned after an extended trip to Los Angeles and other coast points.

JOE NICKELL, manager of WIBW, Topeka, acts as special announcer for the daily radio talks by Governor Woodring of Kansas, carried simultaneously over WIBW and KFBI, Abilene, Kans.

STEVE TRUMBULL, CBS publicity manager in Chicago, spent the middle two weeks of July on a sailing cruise around the shores of Lake Michigan.

CAPT. RALPH L. WALKER, Radio Commission examiner who has just been transferred to the Legal Division as senior attorney, on Aug. 8 began his regular tour of duty with the District of Columbia National Guard at Camp Ritchie, Md.

FATHER CHARLES E. COUGHLIN, of the Shrine of the Little Flower, Detroit, visited Washington Aug. 8, to discuss plans for his special independent radio hookup to carry his weekly sermons beginning in October. From Washington, he went to Philadelphia, where he discussed similar plans with Dr. Leon Levy, WCAU, and thence to Newark, where he visited WOR.

XUM

BEHIND THE MICROPHONE

WILLIS O. COOPER, continuity writer for CBS, has been appointed assistant to Walter J. Preston, director of WBBM, Chicago, and program director of the midwest for CBS. Marigold Cassin has been moved up to head the continuity department of WBBM and CBS.

WILLIAM ORR, formerly continuity writer at WJR, Detroit, and several Toronto stations, has joined the WLS, Chicago, continuity staff.

EVANS PLUMMER, former radio editor of the CHICAGO HERALD & EXAMINER, has been added to the staff of RADIO GUIDE as columnist.

TWO SONS have been born to members of the WLS, Chicago, staff. Paul Harman, tenor of the Melody Men, and William Anderson, operator, are the fathers.

STAN LEE BROZA, program director of WCAU, Philadelphia, and founder of the "WCAU Kiddies Hour," has just completed a week's engagement on the Atlantic City Steel Pier with 20 of his leading juvenile entertainers. Stewart Sisters and Parker, WCAU harmony team, are playing New Jersey vaudeville houses and will return to the station in the fall.

GEORGE SHACKLEY, music director of WOR, Newark, is recovering from a foot infection suffered while bathing in a lake near his home at West Milford, N. J.

AT LEAST 37 acts regularly featured over CBS within the year from August 1931, to August 1932, made vaudeville appearances, aggregating a total of 379 weeks, according to figures compiled by Ralph Winters, head of the CBS Artists Bureau, which booked 25 of them. Among these were the Mills Brothers, Arthur Tracy ("The Street Singer,") Bing Crosby, the Boswell Sisters, Kate Smith, Morton Downey, Vaughn de Leath, Shapiro and Shefter, Colonel Stoopnagle and Budd, Ben Alley, Little Jack Little, Art Jarrett, the Funnyboners, Reis and Dunn, Cliff ("Ukulele Ike") Edwards, Alex Gray, Sandra Phillips and Peggy Keenan, Jack Miller, the Four Eton Boys, and the Fletcher Henderson, George Olsen, Harold Stern, Noble Sissle, Paul Tremaine, Leon Belasco, and Don Redman orchestras.

WOR, Newark, claims to have discovered an Italian Amos 'n' Andy in William Edmunds and Bruce Carter, now appearing Tuesday and Thursday at 5:45 p.m. as Tony and Angelo, two sons of Italy whose pilgrimage to America to further their musical talents has met with disappointments and who have turned to the ice, coal and wood business for a livelihood.

JOSEPH A. BOLEY and J. Herbert Angell have joined the announcing staff of KQV, Pittsburgh. Roy Verret, formerly engaged in publicity work, has been appointed day program manager of KQV.

THE HAL ROACH Happy-Go-Lucky trio, formerly at KFVD, Culver City, Cal., has moved to KFI, Los Angeles, and has been rechristened the "Corn Huskers," with a new instrumentalist added.

JACK BALDWIN, pianist at KTM, KFWB and other southern California stations, has moved up to the coast to be with KDB, Santa Barbara.

DR. GOTTFRED SEEGARD, CBS Chicago music arranger, and Margaret Stafford, of WLS Three Contraltos, were married Aug. 1. in Wilmette, Ill.

BORN, to Mr. and Mrs. Paul Harman (WLS staff quartet baritone) a daughter, July 29.

JOHN O'HARA, who for the last six years has been announcer of White Sox baseball games on various Chicago stations, including WCFL and WJKS, was given a diamond ring by a group of White Sox fans early this month.

TOMMIE MALIE, Chicago armless songwriter and radio singer, who achieved considerable success with his songs, "Looking at the World Through Rose-Colored Glasses," "Knee Deep in Daisies" and "Tie Me to Your Apron Strings," died in the Cook County Hospital Aug. 2.

NATALIE GIDDINGS, formerly publicity director for WLW and WSAI, Cincinnati, and later editor of RADIO DIAL, is now doing radio continuity writing and announcing. At present she has two quarter-hour programs on WCKY, Covington, Ky., for Mabley and Carew, Cincinnati department store, and a weekly talk for RADIO GUIDE.

MISS HELEN SPEARS, of Evanston, Ill., has been added to the Chicago NBC hostess staff. She is a graduate of the Chicago Latin School for Girls and the Evanston National College of Education.

JAMES WHIPPLE, of New York, has been added to the Chicago NBC production department staff.

IRMA GLEN, Chicago NBC organist, claims to be on more radio programs in a week than any other artist on the air. She does 19 commercial programs and 18 straight organ recitals—a total of 37 programs each week.

JACK PLUMELET, announcer at KMED, Medfield, Ore., has joined Radio Features, Inc., San Francisco, in a sales capacity.

BILL GOODWIN is the newest announcer at KHJ, Los Angeles. He was formerly heard over KFRC, San Francisco, notably in the Feminine Fancies program.

PAUL RICKENBACHER, studio manager of KHJ, Los Angeles, has announced his engagement to Winnie Parker. Miss Parker, known in radio as Mona Lowe, is with NBC studios in San Francisco.

BILL HOGAN and his band, formerly at the Los Angeles Biltmore and heard over the NBC-KGO network, have gone over to the Frolics, Culver City night club.

FRANK NELSON, announcer and drama man at KFAC, Los Angeles, has joined the announcing staff of KMTR, Hollywood.

NAT VINCENT, co-writer of "When the Bloom is on the Sage" and other song hits, was married July 30 to Miss Charlotte Y. Sinclair. He is a staff artist at KGFJ, Los Angeles.

KFRC, San Francisco, has added Ellis Levey, former vaudeville booker, to handle theatre dates for the Blue Monday Jamboree. The two hour program is already set for a series of personal appearances in small town theatres of the Golden State circuit, with others to follow.

JEAN CAMPBELL CROWE, former program director of KPO, San Francisco, has been given the job of casting for NBC in San Francisco, working with the NBC Artists' Bureau in hiring talent.

TOM AND DUD, harmony team, Margaret O'Dea, contralto, and George Nyklicek, organist, have been dropped from the payroll of NBC in San Francisco. All were with KPO when NBC took over that station from Hale Bros. and the CHRONICLE.

MURRAY AND HARRIS, Nora Schiller and possibly Tommy Harris will leave KFRC soon to join NBC in San Francisco.

RITA LANE and Marjorie Young, singer and character delineator, respectively, are out of NBC in San Francisco.

IN THE CONTROL ROOM

CLARK LONIE, formerly assigned to the television staff of WMAQ, Chicago, has been transferred to the transmitter, and Willard Aldrich, remote control operator, has moved over to the television staff. WMAQ and W9XAP, Chicago, will enter the third year of television operation August 25. Western Television Corporation equipment has been used.

BORN, to William Anderson, WLS operator, and Mrs. Anderson, a son, July 29.

ED LUDES, sound effects man in the NBC San Francisco studios, branched out as a dramatist recently when he wrote "Mystery at Breakfast," broadcast as the Story Teller hour's drama Aug. 9.

JOHN G. LEITCH, technical supervisor of WCAU, Philadelphia, has been placed in charge of the engineering department of the WCAU amplifying division.

MARTIN L. MATHIOT, chief studio engineer for WORK, York, Pa., and Miss Josephine Englert, of Lancaster, Pa., were married on July 21.

HARRY E. LAWRENCE, of the WEAF transmitter staff at Bellmore, L. I., and Miss Margaret Holdredge, of Cleveland, were married at Bellmore July 5. The wedding culminated a romance which began while both were attending the same college.

FRED R. THOMAS, Jr., plant manager of KQV, Pittsburgh, is busily engaged in revising and enlarging the speech-input facilities of the station. Additional program amplifiers, a new monitoring amplifier, interlocking studio controls, and other revisions combine to occupy an entire additional equipment rack in the studio control room.

WDAG, Amarillo, Tex., boasts the youngest licensed broadcast operator in Aubrey Brown, 14 years old, who has just been employed as assistant operator. He has been actively interested in radio since he was 10 years old.

HOWARD C. LUTTGENS, Chicago NBC division engineer, was host to Tetsuro Yoshido of the Tokio, Japan, Department of Communication on July 1, and Yoshikiko Takata, chief engineer for the Broadcasting Corporation of Japan, on July 18 and 19 at the studios.

HAROLD JACKSON, NBC engineer, and Edna Cunningham, of the Chicagoettes radio team, were recently married.

REDA STRAUSS, of the Strauss Radio Program Producers and Radio Advertising of Des Moines, Ia., stopped recently at the Chicago NBC studios to discuss radio sound effects with Chief Sound Technician H. G. Ashbaucher.

M. O. SMITH, previously with RCA Photophone, has joined the engineering staff of NBC at San Francisco.

A. C. WOOLDRIDGE, formerly with Wird Radio, is now an engineer for American Radio News.

G. E. WEBSTER has joined the engineering staff of NBC at Chicago.

NBC Names Advisors For Radio City Studios

AN ADVISORY committee to aid O. B. Hanson, NBC manager of plant operating and engineering, in designing of the network's studios in the Radio City unit of Rockefeller Center has been announced by M. H. Aylesworth, president of NBC. It comprises Leopold Stokowski, Dr. Walter Damrosch, S. L. Rothafel and Erno Rapee.

The committee will recommend practical innovations in the studios to add to their efficiency from the point of view of artists, producers and musicians.

"Hams" the World Over

TWENTY countries, representing a membership of nearly 50,000 amateurs, now comprise the International Amateur Radio Union. The American Radio Relay League, national amateur organization with a membership of nearly 25,000 itself, announced this week with the admission of Finland to the Union. Besides the United States and Canada, the Union has amateur organizations as members in Spain, Italy, Germany, Denmark, Poland, Holland, New Zealand, Norway, Great Britain, Portugal, Belgium, France, South Africa, Finland, Sweden, Switzerland, Australia and the Irish Free State.

COMMERCIAL MAN

WHO CAN TAKE CHARGE OF NEW TERRITORY

Popular 5 kw. station in East opening new territory in city of one million, due to relocation of transmitter. Top notch commercial man wanted who can handle sales and salesmen in this rich field. Straight commission with reasonable draw to reputable man.

Address Box 43, c/o BROADCASTING.

FOR SALE

10 KW. AND 5 KW.

BROADCASTING EQUIPMENT

Formerly Used By:

STATION WHAS—Ten kilowatt RCA Type 1010-A transmitter complete with speech input.

STATION KSL—Five kilowatt RCA Type 5-A transmitter complete.

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GRAYBAR ELECTRIC CO., Graybar Bldg., N. Y. C.

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

KMOX, St. Louis, has just broken the strongly organized ban on radio advertising sponsored by the Associated Retailers Association by signing B. Nugent Brothers Dry Goods Company Stores for daily broadcasts, six days a week, 10:30 to 10:45 a.m. A a jump in sales was reported after the first broadcast. The agreement of the Associated Retailers had eight more years to run.

EMIGRANT INDUSTRIAL SAVINGS BANK, New York, through N. W. Ayer & Son, has contracted for a thirteen-week semi-weekly series on WOR, Newark. Prichard & Constance, Inc., (shampoos) have also signed for a thirteen-week semi-weekly series. Renewals on WOR include Selbert Wilson, Inc., New York, (furs) and the Corn Products Refining Co. (Karo corn syrup).

WHARTON Chicken Loaf Co., Washington, Dallas and Chicago, (food products) is sponsoring Plantation Days, music and dramatic show by all-colored cast, on WIBO, Chicago, Wednesdays at 8 p.m., CDST. Show has been sustaining feature for several months. Account handled direct. General information about dogs given by Norman Ross is sponsored by the Thornton Greyhound Race Track, Chicago, on WIBO, Chicago, six mornings a week during August. Account handled direct.

PHILADELPHIA Storage Battery Co., Philadelphia, (Philco radios) has signed for a week of spot electrical transcription broadcasts with WMAQ, Chicago, effective Aug. 15, to call attention to special contest in conjunction with Philco (radio receiver) dealers. Account handled direct.

EVANS Fur Company, Chicago, has signed for twice-weekly programs on WLS, Chicago, effective immediately, with music and fur fashion notes. Programs are scheduled Sundays at 2 p.m., and Fridays at 2:15 p.m. Account handled direct.

KFI, Los Angeles, reports these new accounts: Hygrade Sylvania Co., (tube manufacturers), through New York offices of Cecil, Warwick and Cecil agency, 15 minute E. T. once weekly for 26 weeks; Dr. Hiss Foot Clinics, from Los Angeles office of Roy Alden and Associates, twice weekly for 16 weeks on the Melisse's fashion program; Ball Brothers (fruit jars), through Applegate Advertising Agency, Muncie, Ind., twice weekly for 7 seven weeks on household broadcast; W. and J. Sloane, 42 sponsorships of daily news flashes via Roy Alden and Associates agency.

"AL AND MONNIE," a series on boys in their teens with a drug store soda fountain as a locale, has been started on KFOX, Long Beach, Cal., under the sponsorship of Almonmilk, a new fountain drink recently placed on the California market and soon to be launched nationally.

NEW NATIONAL accounts reported by WMAL, Washington, are Rumford Chemical Co., Rumford, R. I. (baking powder) two 15-minute programs weekly for 31 weeks by Scott Howe Bowen through Atherton-Courier, New York,; Popsicle, Inc., New York, (confection) 15-minute transcription weekly, by Scott Howe Bowen, through Samuel Croot Co., New York; Shell Eastern Oil Co., New York (oils) daily 5-minute road report, through J. Walter Thompson, New York.

POLITICS is consuming considerable time on KNX, Hollywood, with candidates for local, state and national offices buying time direct or through agencies. Among the accounts now being carried are those of Maj. Richard M. Cannon, running for Congress; Mark Jones, Los Angeles attorney, running for district attorney; and the Rev. Martin Luther Thomas, running for state assembly. The Rev. Ethel Duncan has also contracted for daily 15-minute periods for a year for her "Good Samaritan of the Air," a charitable campaign program, handled by Eleanor Germo as agent.

WFBR, Baltimore, has signed Popsicle, Inc., New York (confection) through Scott Howe Bowen. Starting Aug. 8, WFBR became affiliated with the BALTIMORE NEWS, Hearst paper, carrying its "Globe Trotter" news flashes.

POLITICAL accounts took considerable time over WHAS, Louisville, in recent weeks, with Senator Albin W. Barkley and his opponent for the Democratic nomination, George B. Martin, and John Y. Brown, candidate for Congress, leading the array of politicians buying time.

ACCOUNTS reported by KFJF, Oklahoma City, include: Crazy Crystals Co., Mineral Wells, Tex. (mineral water); Medicinal Oil Laboratories, Fort Worth, Tex. (medicines); Iodine Products Corp., Fort Worth (medicines).

NATIONAL STUDIOS, Kansas City (photography) has taken time over WDAY, Fargo, N. D., which reports that it is also handling the Bisquick account and the insecticide account of the Acme White Lead & Color Works, Detroit.

WMT, Waterloo, Ia., reports the following accounts: Dr. Dalsbos, Rochester, N. Y.; Thomson & Taylor, Chicago (root beer), and Rainwater Crystals, Canton, O.

NETWORK ACCOUNTS

AMERICAN TOBACCO Co., New York (Lucky Strike) on Sept. 10 renews its "Lucky Strike Hour" over basic NBC-WEAF network (except WTIC but with WFI and WLS added), over Northwest, Southeast and South Central NBC network (except KVOO but with WBAP added) and over NBC-KPO network, with KOA, KSL, KGU, KFSD and KTAR added, Saturday, 10-11 p.m., EDST. On Sept. 27 the Tuesday night presentation, with police dramatizations, will also be renewed over practically the same network. Lord & Thomas, New York, handles the account.

NBC announces that Ben Bernie, "The Old Maestro" on Sept. 13 will begin a 52-week Tuesday night series over 40 NBC-WEAF stations for Blue Ribbon Malt. Stations east of and including Salt Lake City will get the program 9-9:30 p.m., EDST, with Pacific Coast stations getting it at 12:30 a.m., EDST.

NATIONAL BISCUIT Co., New York (Wheatsworth crackers) on Aug. 15 begins a 13-week "Wheatsworth Program," a one-man singing, talking and piano act, over a selected NBC-WJZ eastern network, Monday, Wednesday and Friday, 8:15-8:30 a.m., EDST. Batten, Barton, Durstine & Osborn, New York, handles the account.

GILMORE OIL Co., Los Angeles, on July 29 renewed its contract for "Gilmore Circus" on the NBC-KGO network, daily from 7:30 to 8:30 p.m., PST. Botsford-Constantine & Gardner, Los Angeles, handles the account.

INVESTORS SYNDICATE, Minneapolis, has signed contract with CBS for a 13-weeks series, Sunday, 7:30 to 7:45 p.m., EST, beginning Oct. 9, type of program to be determined later. Erwin, Wasey & Co., Chicago, handles the account.

F. W. FITCH Co., Des Moines, Ia., (hair tonic) on Nov. 24 renews the "Fitch Professor" with Helen Mores and male trio for 26 weeks on basic CBS network and four supplementary stations, Friday, 11:15-11:30 a.m., EST. Battenfield & Ball, Des Moines, handles the account.

GENERAL FOODS Corp., New York (Postum) on Sept. 23 begins a 35-week series, the "Christy Walsh Football Show," over 35 CBS stations, Friday, 9-9:30 p.m., EST. Young & Rubicam, New York, handles the account.

LaCHOY FOOD PRODUCTS, Inc., Detroit, (canned Chinese foods) on Sept. 13 begins a new program over 10 CBS stations, Tuesday and Thursday, 11-11:15 a.m., EST. N. W. Ayer & Son handles the account.

LEHN & FINK PRODUCTS, Inc., New York (Pebeco toothpaste) which renews on CBS Aug. 16 has changed the title of its Tuesday, 11:15 a.m. program, EDST, to "Present Day Pioneers." Ida Bailey Allen and intrumental trio will be featured.

TASTYEAST, Inc., Trenton, N. J., on Aug. 29 renews its "Tastyeast Jesters" program over a selected NBC-WJZ network, Monday, 7:15-7:30 p.m., EDST. Stack, Goble Advertising Agency, New York, handles the account.

GENERAL ELECTRIC Co., New York, on Sept. 18 begins the "GE Circle," featuring operatic and concert stars in favorite songs, over the NBC-WEAF and supplementary Northwest and Orange networks, with KOA and KSL added, Sunday, 7:30-8 p.m., EDST. Batten, Barton, Durstine & Osborn, New York, handles the account.

AMERICAN KITCHEN PRODUCTS Co., New York (Steero bouillon cubes) on Sept. 7 renews its program over WEAF, WEEI, WJAR, WTAG, WCSH, WFI, WFBR, WRC, WGY, WBEN, WCAE, WTAM, WWJ, WSAI, KYW and KSD, Wednesday, 10:15-10:30 a.m., EDST. Gypsy singers, balalaika orchestra and cube crockery talk will be featured.

PROSPECTS

RCA VICTOR Co., Inc., Camden, N. J., (radio sets, phonograph records, combination sets) makes up its lists during August, using radio as well as other media of advertising. Lord & Thomas, New York, handles the account.

McLAUGHLIN GORMLEY KING Co., Minneapolis, (Ever Green, Pyrocide No. 20 and Selocide) makes up lists during August and September, using radio and other media. Batten, Barton, Durstine & Osborn, Inc., Minneapolis, places the advertising.

THE ABNER DRURY Co., Washington, has named the Henry J. Kaufman Agency, of that city, to direct its advertising of Royal Pilsen, near beer, and Prince of Ales, ginger ale. Radio, as well as other media, is being used.

AGENCIES AND REPRESENTATIVES

THE GOTHAM ADVERTISING Co., New York, will place the major portion of this year's advertising of the Hecker-H-O Company, Inc., (cereal) of Buffalo, N. Y., according to an announcement by W. H. Thornburg, of the sales and advertising committee. Gotham will handle export advertising of all of this manufacturer's products, and will place the domestic advertising on all products in territories excluding New England and the Pacific Coast, where the H-O Oats campaign will be placed by Chambers & Wiswell, Inc., of Boston, in the New England territory, and by the San Francisco office of McCann-Erickson on the Pacific Coast. The Gotham Company also will handle campaigns on Presto Cake Flour and Hecker's Cream Farina in all sales territories. A year's contract has just been signed with CBS.

INGALLS-ADVERTISING, 137 Newbury St., Boston, places radio advertising for: Field and Flint; Dutchland Farms and Riverside Boiler Works (S. M. Fisher in charge); Friend Brothers, Inc.; Cranberry Canners, Inc. and New England Ice Dealers Association (Miss Emily Woodward in charge); Little Tree Farms(Earle W. Lancaster in charge).

THE BRISTOL-MYERS Co., New York, (toilet articles) has named the Ronalds Advertising Agency, Ltd., of Montreal and Toronto, to handle its advertising in the Dominion of Canada.

MACY AND KLANER, Inc., midwest representatives of Scott Howe Bowen, Inc., announce the addition to its staff of Edward E. Voynow and Lawrence Field, both formerly of National Radio Advertising, to direct the radio division of the business.

WILLIAM JENKINS ADVERTISING, 220 South 16th St., Philadelphia, handles radio accounts of James Lees & Sons Company (Minerva Yarns). A. W. Armstrong is radio executive.

THE GREENLEAF Co., 216 Tremont St., Boston, handles radio advertising for: Carpenter-Morton Co.; M. Hoffman & Co.; Jenney Mfg. Co.; Leopold-Morse Co.; Nashua Baking Co.; Slayton-Learoyd, Inc.; Whiting Milk Companies; Boston Institute of Advertising. Harold E. Fellows is radio director.

THE GRISWOLD Co., 17 East 49th St., New York, places radio advertising for Mandeville & King Co. and THE NATION magazine.

THE GRISWOLD-ESHLEMAN Co., 2700 Terminal Tower, Cleveland, handles radio accounts of: Metropolitan Paving Brick Co.; Building Arts Exhibit, Inc.

LAWRENCE C. GUMBINNER Agency, 9 East 41st St., New York, places radio advertising for: Eugene, Ltd.; Frostilla Co.; Goodall Worsted Co.; Norwich Pharmacal Co.

WALTER J. DAMM, promotion manager of the MILWAUKEE JOURNAL, operator of WTMJ, has announced the appointment of Free & Sleininger, Inc., as Chicago representative of the station. This appointment, effective Aug. 1, is designed to foster closer personal contact between WTMJ and the buyers of spot advertising periods, according to Mr. Damm.

MILNE & Co., Inc., 714 Exchange Bldg., Seattle, handles radio accounts of: Roman Meal Co.; G. P. Halferty & Co.; New World Life Insurance Co. R. P. Milne is radio representative.

RUDOLF MOSSE, Inc., 420 Lexington Ave., New York, places radio advertising for: Michel Cosmetics—radio in Mexico; Nozaki Brothers—radio in U. S. I. A. Vladimir is in charge.

XUM

HARMAN-McGINNIS, Inc., 1005 Builders Exchange Bldg., St. Paul, Minn., handles radio accounts of: Boote Hatcheries; Rochester Chick Hatchery; Farmer Seed & Nursery Co.; U. S. Bedding Co.; J. T. Mcmillan Co.; Independent Silo Co.

THE ALBERT P. HILL Co., Inc., 233 E. Oliver Ave., Pittsburgh, places radio advertising for Pratt & Lambert, Inc. Herbert Gesregan is radio contact man.

W. S. HILL Co., Inc., 323 Fourth Ave., Pittsburgh, handles radio accounts for Federal Tobacco Co.; Hankey Baking Co.; Health Laboratories, Inc.

HOMMANN, TARCHER & SHELDON, Inc., 551 Fifth Avenue, New York, places radio advertising for Smith Brothers and The Mennen Co. Wm. E. Larcombe is in charge of radio division.

L. H. WALDRON ADVERTISING Agency, 19 West 44th St., New York, handles Merckens Chocolate Co., Inc., radio account. Miss Jane Stimson is in charge of radio department.

D. S. HASTREITER, formerly Detroit representative of Scott Howe Bowen, Inc., has joined the advertising staff of the DETROIT TIMES.

THE RADIO Audition System, of Boston, has placed its advertising account with Results, Unlimited, of the same city.

MARTIN-PILLING-SHAW, Inc., 1828 Lewis Tower, Philadelphia, handles radio accounts of: Brandle & Smith Co.; Crowell Publishing Co.; Morrison & Co.; Pie Bakeries, Inc.; Ludington Management, Inc.

PHILIP J. MEANY Co., 816 West 5th St., Los Angeles, places radio advertising for: Kip Corp.; Mission Dry Corp.; Pierce Brothers. Len Cunningham and Hardesty Johnson are in charge of radio division.

McJUNKIN ADVERTISING Co., Chicago, is handling the spot account of Citrus Products Co., Chicago, for its Popsicle Service, Inc. (confection) featuring a children's hour. Transcriptions are through Scott Howe Bowen, Inc.

ADDISON LEWIS & ASSOCIATES, 1511 Foshay Tower, Minneapolis, places radio advertising for: Goodrich Gamble; Glenwood Inglewood Co.; Gregg Manufacturing Co.; National Citizens Mutual Insurance Co.; Northwestern Consolidated Milling Co.; Northwest Ice Cream Manufacturers Assn. Addison Lewis is in charge of radio department.

LOOMIS-CLAPHAM-WHALEN Co., 21 West 10th St., Kansas City, Mo., handles radio accounts of: D. J. Lane; Lucky Tiger Manufacturing Co.; Morris Plan Co.; Sodiphene Co. F. E. Whalen is in charge of Lane, Lucky Tiger and Sodiphene. James R. Reese has the Morris Plan account.

THE McCORD Co., Inc., Rand Tower, Minneapolis, places radio advertising for: General Mills, Inc.; Tropic-aire, Inc.; F. H. Pfunder, Inc.; M. W. Savage Factories, Inc.; Minneapolis Gas Light Co. C. G. Noble is in charge of radio department.

THE JAY H. MAISH Co., 400 So. Main St., Marion, O., handles the Gasson's Poultry Farms radio account. Howard Swick is in charge.

MANKE - OSBORN ADVERTISING, 406-407 Dwight Bldg., Kansas City, Mo., places radio advertising for: D. D. D. Corporation; Veterans Foreign Wars of the U. S.; Sumner Elliott Mfg. Co.; Knox Co.

FRANK WRIGHT & Associates, Actico Bldg., Oakland, Cal., radio advertising and station representatives, announces extension of its quarters on the occasion of its fifth anniversary this month. From its studios, programs are being originated for KROW and KTAB, Oakland, with both of which Mr. Wright was formerly associated.

STATION NOTES

WCCO, Minneapolis, on Sept. 1 will begin operating with its new 50,000 watt Western Electric transmitter. Advertisers this month were given the opportunity of renewing their contracts before Aug. 31 for a year at present card rates. New accounts are being accepted on the same basis.

WOR's engineer department, under direction of J. R. Poppele, will ins*all the amplifying system at Sea Girt, N. J., to carry the address of Franklin D. Roosevelt on Aug. 27 to more than 200,000 visitors expected.

A HANDSOME NEW FOLDER, detailing coverage areas, rates and other data has just been issued by KFYR, Bismarck, N. D.

WFAA, Dallas, has issued a new rate card, effective Aug. 1, in which the 13-time quarter-hour has been reduced approximately 10 per cent and the 13-time half-hour rate slightly more than 15 per cent.

NEW DISCOUNT brackets for consistent advertisers are included in the new rate card issued by WBT, Charlotte. Though the station this month increased to 25 kw. power, there are no rate increases. In fact, rate decreases are shown on daytime announcements formerly quoted flat.

GOVERNORS of the two Carolinas, and special talent brought from the CBS studios in New York, participated in the inauguration of the new 25 kw. transmitter of WBT, Charlotte, Aug. 12. The CBS Dixie Network carried the dedicatory program for a half hour, and municipal and civic leaders participated in the 24-hour continuous program which followed.

OPEN FOR CONTRACT—PEAK TIME
on the Nation's Capital Station
WMAL WASHINGTON D. C.
Most favorable time is now available for national advertisers because WMAL will shortly sever its affiliation with CBS.
WMAL COVERS THOROUGHLY ONE OF THE MOST WEALTHY MARKETS IN AMERICA
—A stable market whose high purchasing power has not been as severely affected by the Depression as have most other communities . . . .
—A market in which it has brought consistent sales results to its national and local advertisers . . . .
33 1/3 and 78 r.p.m.
Western Electric Turntables

PROGRAM NOTES

GOV. FRANKLIN D. ROOSEVELT, Democratic nominee for President, carried the principal western states against President Hoover in a poll just completed by KNX, Hollywood, Cal. Roosevelt polled 56,222 votes as against 22,614 for Hoover. The Democratic nominee carried Arizona, California, Idaho, Nevada, Montana, Oregon, Washington and Wyoming, whereas the presidential incumbent won Colorado, New Mexico and Utah.

WLS, Chicago, will broadcast highlights of Illinois State Fair, Springfield, for the sixth successive year, beginning Aug. 20, and will broadcast accounts of important events at the Indiana State Fair beginning September 3. The station will also handle the broadcast of the National Swine Show Aug. 25 at the Illinois Fair.

WHP, Harrisburg, Pa., recently rebroadcast a two-way aviation communication test between two planes of the Pennsylvania National Guard, the squadron's ground station at Middletown and WHP. The rebroadcast, part of a local educational series, was made during a flight of the planes over Harrisburg and Mt. Gretna.

THE INITIAL program on the newly organized New England network was staged the night of Aug. 3 from WTIC, Hartford, featuring its concert orchestra under the direction of the distinguished Dutch-American composer and conductor, Christiaan Kriens. Linked with WTIC were WTAG, WEEI, WJAR and WCSH.

AFTER FOUR and a half years on the air with straight beauty talks, Burnhams, Inc., Chicago, (cosmetics) has supplemented its program on WBBM, Chicago, with vocal music, using Phil Por*erfield, baritone. Gertrude Sheldon is giving the talks in the absence of Mary Mould, sent to Europe by the client to study new methods of beauty aid.

THE BRITISH Broadcasting Corp. recently presented Jasper Maskelyne, famed magician, in a radio address. The magician explained some of his tricks to the unseen audience.

EQUIPMENT

WESTINGHOUSE E. & M. Co., Chicopee Falls, Mass., has begun shipment of primary frequency standards equipment ordered by the Radio Division, Department of Commerce, for its Grand Island, Neb., standard frequency monitoring station. Benjamin E. Wolf is now manager of the Grand Island station.

DOOLITTLE & FALKNOR, Chicago, has received an order for a new 100-B transmitter and frequency monitor from KGBU, Ketchikan, Alaska. An order for a new crystal control from WREC, Memphis, is also announced.

TWO NEW BULLETINS giving full technical descriptions of new apparatus have just been issued by RCA Victor Co., Camden, N. J. Bulletin No. 21 describes new studio speech equipment. Bulletin No. 18 describes the new Type 250-W 100 to 250 watt broadcast transmitter.

SHURE BROS Co., 337 W. Madison St., Chicago, has issued a catalogue and data file sheet on microphones and microphone accessories, together with information on microphone repairs in which it specializes.

NEW SPEECH INPUT equipment, ordered from Western Electric Co., has been installed in the Omaha remote control studio of KOIL, Council Bluffs-Omaha.

Copyright Parleys Reopen

(*Continued from page 5*)

money realized from its use. At every impartial source where we have discussed this plan and asked for frank comment on it, it has been heartily endorsed. * * *

"The effect of the plan is to place the greatest cost for the use of music upon those who make the greatest use of it, and to make the cost proportionately less for those who make a lesser use * * * ."

"If the price we propose to charge is exorbitant, unreasonable or in disproportionate relation to the amount realized by the user of the service as a result of its use, then we are all wrong. If, on the other hand, the price is reasonable in view of the value given, then it seems to us to be entirely up to the user to decide whether he will avail himself of the service or will secure his music from the public domain, in which there is a tremendous supply of the very finest quality available for his free and unrestricted use. * * *

"Your suggestion that it should take a period of 'approximately two years to work out a definite schedule of rates which will be satisfactory to the Society and to the broadcasters' is not acceptable to us. * * *

Aid to Small Stations

"THE PLAN we propose substantially reduces the fees to be paid by the small stations—those who derive the least gross revenue from the use of music. In the intermediate class of stations, it should slightly increase the rates; whereas for the largest stations—those which derive the greatest gross revenue from the use of copyrighted music—the rates are very substantially increased. In the case of key stations on networks, the cost is entirely on them in relation to a network broadcast, as to that particular program, for license fees to our Society.

"Obviously, the result of applying this plan is to greatly increase costs for the key stations of the two networks mentioned in your letter. And equally obviously, if some formula which will result in spreading the cost over all the stations can be continued in effect, such a plan would for good business reasons receive the support of key stations.

"We shall be very glad indeed to conduct further negotiations with your committee, but inasmuch as for more than a year the Society has been engaged in an almost continuous effort to secure from the broadcasters themselves a formula which they would approve, and inasmuch as neither your committee nor your association is empowered to commit any of its members, and inasmuch as a great many of the broadcasting stations do not hold membership in your association, there must be some definite decision to the end that all concerned may proceed with some knowledge as to what their future commitments must be in regard to the use of copyrighted music.

"So that your committee may know in advance of further negotiations just exactly what we have in mind, let me state that the following is the basis upon which the license of this Society will be avail-

(*Continued on page 29*)

KMOX

ST. LOUIS •

KEY STATION OF THE MISSISSIPPI VALLEY

50,000 watts

• Use a "giant of the air" for your St. Louis or Mississippi Valley radio campaign. 1,800,000 people in the KMOX concentrated Primary Listening Area. 30,000,000 people in its tremendous Secondary Listening Area. The greatest Advertising Value in Mid-west coverage!

KMOX • With its 50,000 watt transmitter on a cleared channel, is heard regularly throughout the entire Mississippi Valley. It is the only radio station capable of providing satisfactory full time reception to listeners in the St. Louis trade territory.

KMOX • Mail report shows average of 42 states heard from daily during past year.

KMOX • Maintains the finest network program standard of the Columbia Broadcasting System, insuring for its audience the best radio entertainment and special broadcasts.

KMOX • Is located at the most strategic point in the United States. KMOX broadcasts from the center —not the rim.

First Department Store to Use Radio in St. Louis Uses KMOX

Nugents, first of St. Louis' leading Department Stores to break from the agreement of St. Louis Retailers who, for the past seven years, have banned Radio as an advertising medium, is heard over KMOX every morning at ten thirty.

Nugents programs known as "Nugent's Musical Store News," are conducted by Sally Walker, whose friendly chats about special shopping values are interspersed with lively music. Nugents report large increased sales for the items Miss Walker recommends, and many departments are obtaining results they were unable to secure through other media.

Nugents selected KMOX because of the intense local interest which KMOX enjoys, and because of its complete coverage of the St. Louis trading area, extending upwards of 200 miles in all directions.

THE VOICE OF ST. LOUIS, INC.

OPERATING **KMOX**

50,000 Watts • 1090 Kilocycles • 275.1 Meters

Studios and Offices: Mart Building, St. Louis, Mo.
Transmitter: Baumgartner Road, St. Louis County

BASIC STATION OF THE COLUMBIA BROADCASTING SYSTEM

XUM

Getting Banks on the Air

(*Continued from page 7*)

lar medium, has been adapted to the other forms of advertising as was employed in the commercial announcement of the radio program. In addition, these other forms of advertising carry special announcements as to the time and speeches of the radio program, to build an audience for it. For the first month of the program, special newspaper advertisements, featuring the various speakers and urging people to listen to the program, were run on the radio pages of the newspapers.

The radio talks of the various speakers are reprinted in folder form for distribution to the public through our branches. The radio programs carry a statement that these talks can be secured from any of the bank's branches. From ten to fifty thousand folders of each address have been distributed in this way.

Some Results

DOUBTLESS, after this rather lengthy review of the details of the Bank of America's advertising program, you would be interested to know of the results which we can attribute to it. The radio programs have demonstrated their ability to deliver a lengthy message which tells the bank's story more fully and completely than could be done in other forms of advertising. But the greatest result of all has been the development of a spirit of healthy cooperation and the determination upon the part of Californians to see the depression through at all costs. This cooperation is evidenced on all sides.

The newspapers of the state, almost as a unit, have responded with editorials of hope and encouragement and those of you, who may be interested, can examine the scrap books containing editorials and news comments. They form quite an exhibit. Merchants everywhere are cooperating. I have here a window display card, illustrated with the California miner and Uncle Sam and bearing the slogan originated by the Bank of America, "California Can Lead the Nation to Sound Prosperity." These posters, distributed by the banks, are in 11,268 California stores. We have had numerous instances of people bringing in sums ranging from $1,000 to $20,000 in currency for deposit with us and what is more remarkable, they have have told us that their action has been prompted by our newspaper campaign or by our radio programs. Other bankers have related to us similar experiences of their own. Prompted by our advertising.

Others Join Movement

HERE IS the first of the series of advertisements run by Hale Brothers, California's pioneer department store, which read: "We agree with the Bank of America and we are doing something about it." Mr. Reuben Hale, president of the corporation, advises us that Hale Brothers intend to do their bit—put men to work by remodeling their entire store at this time, rather than to wait until conditions become more settled. This is one concrete instance of which we happen to know; how many others there may be, we have no way of ascertaining.

Many of you doubtless attended the "Back to Good Times Luncheon," held here in this hotel in Los Angeles and in the Palace Hotel, San Francisco, both groups made one by radio. Held on May 16 in response to the official proclamation of the governor of California, sponsored by civic organizations in both cities, it really marked the climax of Bank of America's campaign.

This luncheon stands out in California history. It was the first time on record that two rival cities joined hands over five hundred miles of desert, fertile valleys and mountain ranges through the medium of this uncanny thing we know as radio.

Building Up Spirit

ONE O'CLOCK is the hour set. And one thing we must all like about these radio luncheons—they move on schedule. No speakers running overtime. We now give them the dial—and we used to give them the hook. Too bad this isn't a radio lunch. One o'clock on the dot and from San Francisco the voice of NBC announcer—"California at lunch"—followed instanter by the martial music of "California, Here We Come", played by the San Francisco Shrine Band. A second's pause and then—"My Fellow Californians—." We recognize the familiar salutation of our favorite governor. Bands, exchange of felicitations between George L. Eastman, representing Southern California, and Marshal Hale, speaking for the North; more speeches, serious and inspirational in their character, even some wise-cracking—more music and California's Back To Good Times luncheon is ended.

What have we gotten out of it? A better feeling between sister cities, a bit more heart, a determination to do the job ahead.

"Whistling to keep up our courage," you ask? Perhaps. No time for wisecracking? Would you make of us a nation of elders, in sack cloth and ashes, waiting in hopeful melancholy for the coming of judgment? For my part, I thank heaven for a people that can whistle at adversity and wisecrack at their own misfortune.

Will mere words turn the depression? Who so bold as to deny the power of words; words conveyed through the ether into a hundred thousand homes; honest words that breathe a new hope of a better day, spread by newspapers before the family each morning at breakfast, words vivid with color and illustrations on a thousand billboards and repeated 3,000 times in street cars and 10,000 times in shop windows?

Words—mere words—words win football games and topple empires. Words have sent men by the scores of thousands, singing, cheering, laughing to certain death and to oblivion.

Search all recorded history, you will find no words of greater destiny than these:

"This is my commandment that ye love one another as I have loved you. Greater love hath no man than this, that a man lay down his life for his friends."

Heard only by a little band of devoted followers—no radio, no newspapers, no billboards—they have come down through the ages.

Thirty-one mere words—they epitomized a religion—they changed the course of mankind!

TWO YOUTHS, Robert Broomfield and Vern Conners, were arrested this month in Anderson, Ind., on charges of attempting to defraud Anderson merchants with a false radio log advertising scheme. The two are also wanted for a similar activity in Bay City, Mich.

Fans Mourn Mike

LISTENERS the country over mourned the death of Mike, the rhythmic barking dog heard over WLW, Cincinnati, the latter part of last month. The only dog to be featured as a soloist in musical broadcasts, Mike had been heard over the networks as well as WLW during the Henry Fillmore band programs for the last three and a half years. Many compositions were written especially for him. A memorial broadcast from the Crosley studios marked his passing.

Publishers Agree To Disk Tax Plan

THE MUSIC Publishers Protective Association has agreed to take full legal responsibility for use of music on disks by advertising agencies and their clients providing only recording laboratories which are approved by the publishers are employed.

This proposal was contained in a letter addressed to John Benson, president of the American Association of Advertising Agencies, by the music publishers. Two other provisions hinge on the agreement: (1) that duplicate copies of all disk orders be furnished the M.P.P.A. and (2) that the A.A.A.A. assist the music publishers in collecting some $8,000 in license fees from National Radio Advertising, Inc., now in the hands of receivers.

The controversy over the manner of collecting the fee on radio disks has been going on for some time. The advertising agencies have not objected to the tax but have contended that the collection should be made from the recording laboratories so that the former would escape any possible liability for unauthorized use of copyright music.

This plan will henceforth be followed providing the terms are accepted by the A.A.A.A. Whenever a recording laboratory fails to pay the license fees, the music publishers association will put it on a black list and notify the agencies association, which in turn must pass the information along to its members.

WLS Sponsoring Third Excursion for Listeners

SO SUCCESSFUL have been the "boat shows" over WLS, Chicago, that the station has arranged to conduct another one-day trip on a Lake Michigan excursion boat Aug. 16. The excursions have been promoted and sold to listeners by the station independently, offering as an attraction on the trip personal appearances of several WLS headliners. Response has been so great as to necessitate the third excursion. The other excursions were in late July and on Aug. 2.

This is the second attraction of a similar nature promoted by WLS. The Saturday Night Barn Dance at the Eighth Street theater is drawing a paying audience.

Government Station Uses Advertising in Bangkok

SIAM recently introduced advertising into the programs of the government-owned station at Bangkok, according to advices to the Department of Commerce. The change in policy is said to have the backing of the business interests of the country. There are about 13,000 receiving sets in Siam. Chinese and English, as well as Siamese, are spoken over the station.

The young king of Siam during his visit to the United States last year took considerable interest in the American radio system and made several addresses via radio. He took several receiving sets home with him.

MODERNIZED

The TESTED SPOT for TEST PROGRAMS

THE MIDDLE-WEST'S OUTSTANDING BROADCASTING STATION

KMBC

A KEY STATION OF COLUMBIA BROADCASTING SYSTEM.

To give the Advertiser MAXIMUM COVERAGE, from New Western Electric Dynamic Microphones to the Newest Accomplishment of the Bell Laboratories in Broadcast Transmitters, KMBC Equipment is Modernized.

To give the Advertiser MAXIMUM CIRCULATION, from Creation and Production of Programs to the Effective Merchandising Thereof, KMBC is Departmentally Modernized.

KMBC of KANSAS CITY

Opposes Widening Broadcast Band

(*Continued from page 9*)

be duplicated almost word for word from the files of the Federal Radio Commission in correspondence between state officials in "underserved" areas and the engineering division, with reference to finding a frequency to give service to farmers in remote areas unable to receive distant programs over their crystal receiving sets. Simply speaking, Lithuania feels that she is "under-quota," in that she was not given an assignment at the time of the reallocation which took place by agreement at Prague in 1929 and at which she was not represented.

Quota System as Solution

A SIMILAR analogy might be found in the complaint of Morocco that she has had additional stations assigned to her frequency without notice and hearing. The trouble in Europe is that countries having very small areas, are independent both politically and culturally and yet dependent from the standpoint of radio interference; that each country will of course insist upon a maximum of facilities; that fear of radio propaganda is rife; that language differences compel duplication of service; that there is no way of centralizing control or preventing what would happen if we had 48 radio commissions in this country. What Europe thinks it needs is a quota system, and possibly the solution of the European problem is to devise some method of making General Orders 40, 92 and 102 internationally effective.

In view of the very far-reaching consequences that might result should the International Broadcasting Union proposal become effective on the North American continent, it is well to determine what effects upon American broadcasting enterprises might result from accepting the proposal.

The broadcasting industry has been treated to years of consideration as to the technical possibilities of duplicating or increasing service and as to the legal rights involved, but there has been an unwillingness to give proper consideration to the economic side of broadcasting and a stubborn refusal to give that economic side administrative recognition. We hear much about the "underquota" condition of many areas, but we overlook the fact that the underquota condition has been brought about by natural causes and was economically inevitable.

Economics Held Key

THE MAJORITY of American broadcasting stations are located where they are for economic reasons. With few exceptions, our stations must support themselves, hence they must be located where revenue is available, hence we have congestion of radio stations in large cities and sparsity of service in many rural areas. For example, western Nevada and southern Utah are not adequately served and might well require a high-power station, but a high power station there could not be self-supporting, so an applicant for such could not be found, whereas for cities such as Los Angeles, Boston and Cleveland, there is a constant stream of new applications.

If 30 additional low frequencies become available, they would never be required by Mexico and Cuba, but a few of them could be used. The balance would be turned loose for the establishment of additional facilities within the United States. And it is illusory to imagine that Mexico could be contented with these new frequencies rather than frequencies within the present broadcasting band, 550-1500 kc. Mexicans would not be the more willing to buy new apparatus or new attachments for their existing receiving sets. Moreover, the lower frequencies being less useful in areas where static prevails, would not be acceptable to Mexico. We should be compelled to shift some of our own stations into the new low frequencies in negotiation with any of our sister countries on this continent.

Results of Crowdings

THE EXPERIENCES of American broadcasters have not been pleasant. From 1926 until the Radio Commission was established, and even for some time after the establishment of that Commission, there was a rush into the broadcasting business that paralleled the rush to the Yukon. From all walks of life and with all degrees of lack of experience and lack of business judgment men rushed to this enterprise, to make fabulous wealth. The results have been: inordinate competition between stations in the same locality, unsatisfactory conditions of program competition, fighting over listener interest, ridiculous claims of coverage and popularity, low standards of ethics, concentration of facilities and undue stimulation of the demands of special interests.

The financial returns of broadcasting have frequently been disproportionate to the character of service rendered so that the industry has been subject to the most vicious and unwarranted attacks. The current depression may some day be regarded as the saving of the broadcasting business, because it has pulled short the scrambling period of broadcast development. It has compelled a measure of cooperation among stations, an elevation of standards and a definition of coverage. It may bring about a substantial base upon which broadcasting can pass into the classification of a sound enterprise based upon reasonable anticipation of revenue.

More Security Foreseen

WE ARE entering into the period when broadcasting stations are to become safer from attack, when there are to be fewer hearings, less moving of stations from unprofitable areas into cities, there only to compete with existing services that are themselves having difficulty. Possibly the most important recent development has been the end of the so-called "general reallocation" because of certain decisions of the courts, and the impracticability of making such general reallocations from a technical

(*Continued on page 30*)

WLS

Face to face with listeners.. on equal terms!

"*As friends should ever be*"

■

IN a recent issue, "Radio Guide," in reviewing the booklet "Behind the Scenes at WLS," says: "On the other side of the ledger we have entered the little pamphlet entitled 'Behind the Scenes at WLS.' Every page seems to breathe the spirit of WLS, that informal, cheery, 'make yourself at home' spirit that has made the station so popular in the middle west. It seems that everything that comes from WLS is characteristic of the station. And the reason is this: the personnel of WLS, from the owner down to the publicity director, are just 'folks.' They're not trying to reform their listeners; they have no brief with the world as it is; they're not high-brow; they have no purpose except to entertain and to instruct only when instruction is wanted. WLS never finds it necessary to come down to its audience, nor does it seek to lift its audience to a higher plane. The station and its listeners stand face to face, on equal terms, as friends should ever be."

This sincere tribute portrays better than anything we could say the character of WLS and the program standards we are endeavoring to maintain. We feel it explains, in part, our vast listening audience and their ready response to WLS advertisers.

■

WLS The Prairie Farmer Station

Burridge D. Butler, Pres. Glenn Snyder, Mgr.

Main Studios and Office:
1230 W. Washington Blvd., Chicago, Ill.

50,000 WATTS 870 KILOCYCLES

50,000 Watts • 870 Kilocycles Clear Channel

Madrid Delegates Named

(*Continued from page 9*)

ment of the economy measures, but he then notified the President that he could not afford to attend the conference. Undersecretary of State William R. Castle, Jr. also rejected an appointment.

Judge Sykes—a Democrat—was named as a result of the resignation of Maj. Gen. Charles McK. Saltzman as chairman of the Commission last month. His long experience on the Commission, it is felt, will prove invaluable to the American delegation, particularly with regard to the expected controversy on widening of the broadcast band, favored by the NAB. Louis G. Caldwell, attorney, and chairman of the NAB international broadcasting committee, is now in Europe and will attend the Madrid sessions representing the organized broadcasters.

Jolliffe's Name Surprising

DR. JOLLIFFE'S appointment as a member of the delegation was unexpected. It had been assumed that he would be the chief technical advisor, rather than a delegate. He has an "open mind" on the question of enlargement of the broadcast band, and his expert knowledge of allocation engineering and of the vicissitudes of existing North American broadcasting conditions likewise are considered advantageous from the broadcaster's point of view.

Mr. Lichtenstein was appointed as a telegraph rather than radio member of the delegation. He is an amateur expert on code and cipher. His appointment, along with that of Maj. William F. Friedman, cryptanalyst and head of the code and cipher section of the Army Signal Corps, as an advisor, is a clear indication that the State Department expects the Madrid conference to become a combined radio and telegraph conference.

Conference Merger Seen

THE FIRST order of business of the Madrid meeting will be to determine whether the International Radio Conference will combine its sessions with those of the International Telegraph Conference, which meets concurrently in the same city. Early this year at the preparatory sessions, certain wire communications companies opposed combining the sessions because they did not wish to be subjected to the terms of an international treaty covering all communications, both wire and wireless as unquestionably would develop from such a joint session.

Named as technical advisors to the American delegation are Dr. Irvin Stewart, State Department; Lieut. Comdr. E. M. Webster, Coast Guard; Maj. Friedman and Lt. Wesley T. Guest, Army; Lieut. Comdr. J. R. Redman, Navy; Dr. J. H. Dellinger, Bureau of Standards; H. J. Walls, Airways Division, Department of Commerce, and Gerald C. Gross, Radio Commission.

Richard Southgate, acting chief of the Division of International Conferences, State Department, was named secretary general; Hugh Millard, second secretary of the American Embassy at Madrid, secretary, and R. Allen Haden, foreign service officer, State Department, assistant Secretary. In addition 15 translators and interpreters and clerks were appointed.

34 Private Delegates

BESIDES the official delegates, invitations were extended by the Spanish Government to a score of private communications organizations to send representatives. Altogether, 34 such representatives, practically all of them well-versed in radio, have been named by these organizations.

The American delegation sails for Europe August 17 aboard the S. S. Roosevelt from New York. Practically all of the representatives of private organizations plan to sail on the same vessel. A final meeting of the American preparatory committee was held at the Commission offices Aug. 5.

While many proposals for revision of the existing international convention are on the agenda, affecting practically all phases of radio communication, only that dealing with enlargement of the broadcasting band, submitted by the International Broadcasting Union, of Europe, is of major interest to broadcasters. The United States delegation, is is said, will go to the conference uninstructed and with an "open mind," on this important issue, but will be drawn into the discussions, not only as a result of the U. I. R. proposal, but due to the fact that other North American delegations doubtless will foster the widening plan.

The private organizations to be represented at the conference and their representatives are:

Aeronautical Radio, Inc. — Paul Goldsborough.

American Radio News Corp.—W. G. H. Finch.

American Radio Relay League — Kenneth B. Warner, Paul M. Segal, Clair Foster.

American Steamship Owners Ass'n —Robert F. Hand, Harold L. Cornell.

American Telephone and Telegraph Co.—Eugene S. Wilson, Herbert E. Shreeve, Lloyd Espenschied, Laurens E. Whittemore.

Associated Telephone and Telegraph Co. — Milton M. Price, Michael Schwartz.

Columbia Broadcasting System — Lawrence W. Lowman.

Globe Wireless, Ltd. — Ralph M. Heintz.

International Telephone and Telegraph Co. — Logan Rock, H. H. Buttner.

Representatives of affiliates of International Telephone and Telegraph Co. (a) For All America Cables and Commercial Cables, John Goldhammer and Morgan Heiskell; (b) for Mackay Radio and Telegraph Co., A. Y. Tuel and Haraden Pratt.

Mutual Telephone Co.—F. G. Hummel.

National Association of Broadcasters—Louis G. Caldwell.

National Committee on Education by Radio—Armstrong Perry.

Press Wireless, Inc.—Joseph B. Pierson.

Radio Corporation of America — Colonel Samuel Reber.

RCA Communications, Inc.—Colonel Samuel Reber, Lloyd A. Briggs, W. A. Winterbottom.

Radiomarine Corporation of America—Charles J. Pannill.

Tropical Radio Telegraph Co.— William E. Beakes.

Western Union Telegraph Co.— Stanley J. Goddard, C. P. R. Goode, A. J. Deldime, L. C. Smyth.

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The New Velocity Microphone

(*Continued from page 10*)

phragm. Because the Velocity Microphone is a velocity-actuated device—does not utilize a diaphragm—it is subject to none of these undesirable phenomena. As a result its frequency response is a flat curve, and its reproduction is more natural than that of any microphone yet devised.

Directional Characteristic

THE INTENSIVE study of studio technique which many stations are making has made the directional characteristics of the microphones used of considerable importance. This results from the fact that this characteristic has two important effects. It determines, first, the placing of the artists, and second, the amount of reverberation picked up by the microphones. All previous types of microphones were very unsatisfactory in this respect. The condenser microphone, as well as more recently developed microphones in which the diaphragm supports an additional moving element, are entirely non-directional up to 2,000 cycles, while at higher frequencies they become very directional. This is due to the fact that these microphones are pressure-operated—it is a phenomena typical of all microphones using a diaphragm. Such a characteristic is, in fact, more undesirable than a pure non-directional characteristic throughout the entire range. In general, excess reverberation occurs at the lower frequencies due to the fact that the absorption characteristics of most material used in reducing reverberation are less efficient at the lower frequencies. Using a microphone which is non-directional at the low frequencies and directional at the higher frequencies means that the excess low-frequency reverberation will be further accentuated. This means that the amount of direct sound pick-up must be relatively great in order to keep it well above the level of the reverberated pick-up. This entails crowding of the artists about the microphone and—because of the sharp beam of such microphones at the higher frequencies — requires direction of the microphones on the point of action.

Aid to Artists

THE VELOCITY Microphone is particularly good in this respect. It has a marked directional characteristic which is entirely independent of frequency. Due to this characteristic the energy response of the Velocity Microphone to generally reflected sound is only one-third that of non-directional microphones such as the condenser and other pressure-operated types. This has a very important effect on the distance at which artists may be placed from the microphone. The maximum satisfactory distance is determined by the allowable reverberation. Reverberation is the ratio of the generally reflected to the direct sound. The generally reflected sound is usually independent of the positions of source and microphone. As noted above the Velocity Microphone reduces this by a factor of three. The direct sound varies inversely as the square of the distance, hence with this microphone the artists may be placed V3 or 1.7 times further away than previous types of microphones. This advantage may be utilized in other ways. For instance, if the spacing of microphones and artists is kept the same, much less damping or absorbing materials need be used on the walls and ceiling in order to obtain with this new microphone the results previously obtained with other types. Moreover, the amount of reverberation can be adjusted as desired by turning the microphone at a slight angle to the source. This can be done with the Velocity Microphone where it could not with previous types of microphones, because it does not, like these latter, discriminate against the high frequencies when so used.

The directional characteristics of this new microphone may also be used to advantage in eliminating unwanted noises. Illustrative of this is the fact that a shout at the side of it will be less audible than a whisper in front of it. Thus interfering noises filtering through a door or window—or that of an audience in the studio—may be eliminated by placing the microphone so that its dead side is toward the source of such sounds.

Bi-Directionalism

ANOTHER feature not before mentioned is the bi-directionalism of the Velocity Microphone. The construction, which is open both in front and back, allows pick-up equally in both directions. As a result artists may be placed equal-

(*Continued on page 26*)

RCA

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

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▼

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THE NEWS MAGAZINE OF THE FIFTH ESTATE

New Velocity "Mike"

(*Continued from page 25*)

ly both in front and in back of this microphone. Thus it may be used to pick up programs in which twice as many artists participate. The ratio of the space available as compared to that formerly available is in fact that more than two to one for artists may be placed further away from the microphone and also—since the directional characteristic does not discriminate against any frequencies—they may be placed far around to the side by properly considering the attenuation at such angles. This two-directional effect also allows an announcer or orchestra leader to speak into the microphone without interposing himself between the microphone and the orchestra.

The Velocity Microphone does not require a built-in or closely linked amplifier. Its output may be fed to an amplifier located several hundred feet away in the control room. Moreover, mixing of the outputs of these microphones is entirely practical. Such a low-level switching arrangement reduces the number of amplifiers required with consequent economies in speech input cost. Since it requires no field or polarizing supply, the connections from microphone to control room are extremely simple—only a two-wire cable being required. The unit itself is relatively light. It may be quickly and easily removed from the stand and carried to another position. As the unit has mounted on it a receptacle into which the cable plug fits, it is unnecessary to drag the cable around with the unit.

The Velocity Microphone is a radically new kind of microphone entirely different in principle and construction from all previous types. The improvements in studio pick-up which it makes possible, its increased fidelity, and the convenience with which it may be used seem to justify the assertion that it will soon replace former types of microphones in all progressive broadcast stations.

Radio and Movies

AS A FIRST step in his program of bringing radio and movies into closer alignment, M. H. Aylesworth, president of NBC and RKO, has arranged for a new RKO series over the NBC-WEAF network, "The Phantom of Crestwood," starting Friday, Aug. 26, at 10:30 p. m., EDST. Program is a mystery serial soon to be produced by Radio Pictures, but first to be heard in a series of six weekly installments, culminating in 100 cash prizes totalling $6,000 offered the radio audience for the best solution.

Radio in Porto Rico

PORTO RICO, served by WKAQ, San Juan, now operating on 890 kc. but seeking a switch to 920 kc., has about 15,000 radio sets in use, reports J. R. McKey, U. S. Trade Commissioner at San Juan, to the Department of Commerce. The population of this American territory is given in the 1930 census as 1,543,193. Station WKAQ, first in the Caribbean area, is installing modern new equipment.

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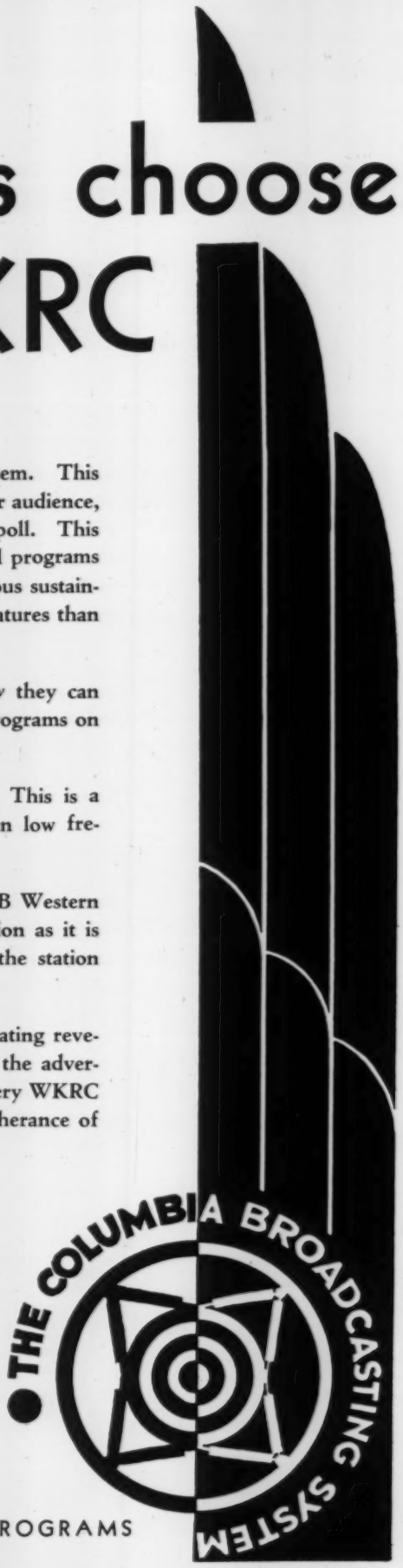

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ACTIONS OF THE
FEDERAL RADIO COMMISSION
AUGUST 1 TO AUGUST 13 INCLUSIVE

Applications . . .

AUGUST 2

WSMB, New Orleans—Install automatic frequency control (resubmitted).

WCOA, Pensacola, Fla.—Extend completion date of CP to 9-1-32.

WHEF, Kosciusko, Miss.—Extend completion date of CP to 12-18-32.

KUSD, Vermillion, S. D.—CP to make changes in equipment and increase power to 1 kw.

KLS, Oakland, Cal.—License to cover CP granted 3-18-32 for changes in equipment.

Applications returned: WNBW, Carbondale, Pa.—Voluntary assignment of license to WNBW, Inc.; KWCR, Cedar Rapids, Ia.—Change equipment and increase day power to 250 w.

AUGUST 4

WRC, Washington, D. C.—License to cover CP granted 3-29-32 for a new transmitter.

WEBQ, Harrisburg, Ill.—Voluntary assignment of license to Harrisburg Broadcasting Co.

KVL, Seattle—License to cover CP granted 4-8-32 for changes in equipment.

KPJM, Prescott, Ariz.—Voluntary assignment of license to M. B. Scott and Edward C. Sturm, doing business as Scott & Sturm.

AUGUST 5

WMIL, Brooklyn, N. Y.—Install automatic frequency control.

WBEN, Buffalo—Direct measurement of antenna power.

WBEN, Buffalo—License to cover CP for changes in equipment.

KIDW, Lamar, Col.—License to cover CP granted 5-20-32 for a new station on 1420 kc.

Application returned: NEW, Radio Service Company, Temple, Tex.—CP on 1340 kc.

AUGUST 7

WHAS, Louisville—Extend completion date of CP for 25 kw. to 10-17-32.

NEW, Greenville, S. C.—The Greenville News-Piedmont for CP, amended to request 590 kc., 250 w., 500 w. LS, unlimited time, instead of 800 kc., 1 kw., limited time.

NEW, LaGrange, Ga.—Allen Wright Marshall, Jr., Allen Wright Marshall, Sr., and Aaron Malcom for CP on 1500 kc. amended to request specified hours, facilities of WRDW, Augusta, Ga., and also as to applicant.

KXYZ, Houston, Tex.—CP to consolidate KTLC with KXYZ, and change from 1420 kc., 100 w., unlimited, to 1440 kc., 250 w., unlimited, making changes in equipment.

KTLC, Houston, Tex.—Voluntary assignment of license to Harris County Broadcast Co.

WGST, Atlanta, Ga.—CP for change in equipment; increase power from 250 w., 500 w. LS to 500 w., 1 kw. LS. (Facilities of WTFI, Athens, Ga.)

KLO, Ogden, Utah—CP to move to Salt Lake City, Utah, amended as to proposed transmitter location.

Applications returned: NEW, Armand Ralph Gamache, Newton, N. C.—CP on 1500 kc.; NEW, Carroto Finance Corporation, Muskogee, Okla.—CP on 1210 kc.

AUGUST 9

WNBX, Springfield, Vt.—Modification of CP requesting different transmitter location (local change).

NEW, Jacksonville, Fla.—Peoples Broadcasting Corp. for CP amended to request 1370 kc., 100 w., D., instead of 1200 kc., 100 w., unlimited; still requests the facilities of WMBR, Tampa, Fla.

KWCR, Cedar Rapids, Ia.—CP to make changes in equipment and increase power from 100 w. to 100 w. night, 250 w. day, resubmitted without amendment.

AUGUST 10

WKAQ, San Juan, Porto Rico—License to cover CP granted June 10, 1932, for change in frequency and power from 890 kc., 250 w., to 1240 kc., 1 kw., and changes in equipment.

WJMS, Ironwood, Mich.—Voluntary assignment of license to WJMS, Inc.

NEW, Cincinnati—The Building Industries Exhibit, Inc., for CP on 900 kc., 250 w., D.

KRMD, Shreveport, La.—Voluntary assignment of CP granted 4-1-32 to Radio Station KRMD, Inc.; also license to cover CP granted 4-1-32 for changes in equipment and increase power from 50 to 100 w.

WISN, Milwaukee—Voluntary assignment of license to American Radio News Corporation.

WHO-WOC, Mitchellville, Ia.—Modification of CP issued 5-17-32 to extend the completion date to 2-17-33 for 50 kw. station.

KTFI, Twin Falls, Idaho—Modification of license to increase power from 500 w. to 500 w. night, 1 kw. day, requests facilities of KGKX, Lewiston, Idaho.

AUGUST 12

WFAS, White Plains, N. Y.—License to cover CP for change in location and changes in equipment.

KVOO, Tulsa, Okla.—Extend completion date of CP for 25 kw. power to 12-17-32.

WMC, Memphis, Tenn.—License to cover CP 4-12-32 for auxiliary transmitter.

WBT, Charlotte, N. C.—License to cover CP issued 11-17-31 for 25 kw. power.

NEW, Intermountain Broadcasting Corp., Ogden, Utah—CP for new station on 1400 kc., 500 w., unlimited, (facilities of KLO, Ogden, Utah).

KGIX, Las Vegas, Nev.—CP for changes in equipment.

Applications returned: NEW, Juneau Broadcast Co., Juneau, Alaska—CP for new station on 1210 kc.; KFGQ, Boone, Ia.—Modification of license for change in hours of operation.

WJEP, Stromberg-Carlson, Rochester, N. Y.—CP for 2342 kc., 10 w. temporary broadcast pickup station, and license.

Decisions . . .

JULY 29

WDEV, Waterbury, Vt.—Granted CP to change frequency from 1420 to 550 kc.; increase power from 50 to 500 w.; change time from specified hours to D., and install new equipment.

WROL, Knoxville, Tenn.—Granted CP to move transmitter locally in Knoxville and install new transmitter.

WHEB, Portsmouth, N. H.—Granted modification of CP to extend completion date to Aug. 8.

WOOD, Grand Rapids, Mich.—Granted modification of CP to make changes in equipment.

WIP, Philadelphia—Granted consent to voluntary assignment of license to Pennsylvania Broadcasting Co., Inc.

WIBG, Glenside, Pa.—Granted license covering installation of new equipment and moving of studio from Elkins Park to Glenside, Pa., 930 kc., 25 kw. D.

KGKY, Scottsbluff, Neb.—Granted renewal of license, 1500 kc., 100 w., unlimited time. (This application was set for hearing because its facilities were requested. Applicants have now amended their application to request the facilities of another station.)

WJBI, Red Bank, N. J.—Temporary license extended to 3 a.m., EST., August 22.

WEHG, Emory, Va.—Station authorized to remain silent until after rectifier tubes may be procured.

WHAS, Louisville—Granted license covering installation of auxiliary transmitter at main studio location to be operated with 1 kw. during construction of 25 kw. transmitter, 820 kc.

Stations granted extensions to Sept. 1 of the working of Rule 145. (All of licensees have ordered monitors from manufacturers which now have frequency monitors at Bureau of Standards being tested): WOCL, Jamestown, N. Y.; KFBL, Everett, Wash.; KWKC, Kansas City, Mo.; WAWZ, Zarepath, N. J.; WHBC, Canton, O.; KCRJ, Jerome, Ariz.; KFJM, Grand Forks, N. D.; KXO, El Centro, Cal.; KUMA, Yuma, Ariz.; WHDL, Tupper Lake, N. Y.; WCOH, Yonkers, N. Y.; KGNF, North Platte, Neb.; KFEL, Denver; KGEZ, Kalispell, Mont.; KCCR, Watertown, S. D.; KWSC, Pullman, Wash., and KSTP, St. Paul, Minn.

Set for hearing: NEW, J. E. Richards, Greenville, S. C.—Requests CP 590 kc., 250 w., 500 w. LS, unlimited time.

Applications dismissed at request of applicants: WTAQ, Eau Claire, Wis.—Modification of license, 1330 kc., 1 kw., unlimited time; KSCJ, Sioux City, Ia.—Modification of license, 1330 kc., 1 kw., 2½ kw., LS, unlimited time; WNOX, Knoxville, Tenn.—CP, 560 kc., 1 kw., 2 kw. LS, unlimited time.

WRAK, Williamsport, Pa.—Granted authority to operate full time on 1370 kc., 100 w., until completion of new station at Sun-Gazette Broadcasting Co., when the two stations will divide time equally on 1370 kc. Full time operation of WRAK not to extend beyond Nov. 1.

KVOA, Tucson, Ariz.—Denied petition for reconsideration of decision denying application for unlimited time.

WHDL, Tupper Lake, N. Y. (Ex. Rep. 361)—Denied CP to move studio and transmitter locally in Tupper Lake, install new equipment and operate on 1220 kc., 500 w., share D. hours with WCAD, reversing Examiner Yost.

WCAD, Canton, N. Y. (Ex. Rep. 361)—Granted renewal of license to operate on 1220 kc., 500 w., D. hours, sustaining Examiner Yost with exception as to hours of operation.

GLOSSARY

CP—Construction permit.	KC—Kilocycles.
LP—Limited power.	KW—Kilowatts.
LS—Power until local sunset.	D—Daytime.
LT—Limited time.	W—Watts.

Ex. Rep.—Examiner's Report.
G.O.—General Order.

AUGUST 2

KDKA, Pittsburgh—Granted renewal of license for auxiliary transmitter.

KFRU, Columbia, Mo.—Granted consent to voluntary assignment of license to KFRU, Inc.

WSAI, Cincinnati—Granted authority to install automatic frequency control.

KFJF, Oklahoma City, Okla.—Granted authority to reduce power to 3 kw. for period not to exceed 5 days.

WCGU, Brooklyn—Granted CP to move transmitter from Brooklyn to 38-24 24th St., Long Island City, N. Y.

Set for hearing: KWKC, Kansas City, Mo.—Renewal of license; WFIW, Hopkinsville, Ky.—Renewal of license; WPRO-WPAW, Providence, R. I.—Requests CP to move transmitter to near Graystone, R. I., change frequency from 1210 to 630 kc., increase power from 100 to 250 w., install new equipment and new antenna system to be operated directionally at night and non-directionally D.; NEW, James M. Caldwell, Goodland, Kans.—Requests CP, 1310 kc., 100 w., share with KGFW; WMAL, Washington, D. C.—Requests modification of license to increase night power from 250 to 500 w.

KGEW, Ft. Morgan, Colo.—Denied extension of time in which to place order for a frequency monitor as required by Rule 145.

AUGUST 5

WCAU, Philadelphia—Granted modification of CP to extend completion date to Sept. 17.

WIOD-WMBF, Miami, Fla.—Granted license covering installation of new equipment and removal of experimental clause in regard to night power; 1300 kc., 1 kw., unlimited.

WRBL, Columbus, Ga.—Granted license covering changes in equipment and increase in power from 50 to 100 w., 1200 kc., 100 w.

KMBC, Kansas City, Mo.—Granted license covering installation of new equipment, 950 kc., 1 kw., unlimited time.

WLS, Chicago—Granted modification of license to use auxiliary transmitter of WENR-WBCN at same location as main transmitter.

KRMD, Shreveport, La.—Granted authority to make tests and operate pending receipt of formal application for assignment of CP and application for license to cover CP. (Original permit authorized making changes in equipment and increasing power from 50 to 100 w.

KICK, Red Oak, Ia.—Granted authority to reduce hours of operation from unlimited to specified until decision is rendered by Commission on application for CP. Specified hours are as follows: Daily except Sunday (CST) 10 a.m. to 1 p.m.; 5 p.m. to 8 p.m.

KMA, Shenandoah, Ia., and WKBZ, Ludington, Mich.—Granted authority to postpone Rule 145 until Sept. 1, pending test of frequency monitor now at Bureau of Standards.

WFDW, Anniston, Ala.—Granted authority to remain silent from Aug. 1 to 15, because frequency monitor cannot be delivered before August 15; transmitter is being moved and application is being filed to install new crystal oscillator and automatic temperature oven.

WBT, Charlotte, N. C.—Granted authority to begin tests with 50 kw. power beginning August 4, 1 to 6 a.m., in order to test capacity of transmitter.

Set for hearing: WLEY, Lexington, Mass.—Requests CP to move transmitter from Lexington to Lowell, Mass.; NEW, Prescott, Ariz.—Requests CP, 1500 kc., 100 w., unlimited time (facilities of KPJM).

KGB, San Diego, Cal. (Ex. Rep. 355)—Granted modification of station license to increase power from 500 w. to 1 kw., sustaining Examiner Yost.

NEW, Q. C. Taylor, Austin, Tex. (Ex. Rep. 384)—Application for facilities of KNOW, Austin, Tex., remanded to hearing.

KNOW, Austin, Tex.—Renewal of station license remanded to hearing.

NEW, W. H. Allen Co., Alexandria, La.—Application for facilities of KWEA, Shreveport, La., remanded to docket. Examiner in report on May 12 recommended this application be denied. Application of KWEA for renewal of license was also remanded to docket.

WKAV, Laconia Radio Club, Laconia, N. H.—Granted temporary license to Sept. 8.

AUGUST 9

WELL, Battle Creek, Mich.—Granted CP to move studio locally in Battle Creek and make changes in equipment.

WDAY, Fargo, N. D.—Granted license covering local move of transmitter and installation of new equipment, 940 kc., 1 kw., unlimited time.

KXL, Portland, Ore.—Granted license covering installation of auxiliary transmitter at same point as main transmitter, to be used for auxiliary purposes only, 1420 kc., 100 w.

KFJF, Oklahoma City, Okla.—Granted authority to discontinue operation pending action on formal application.

KXYZ, Houston, Tex.—Granted CP to make changes in equipment, change frequency from 1420 to 1440 kc., and increase power from 100 to 250 w. (facilities of KTLC); also authority to consolidate stations KTLC and KXYZ.

KTLC, Houston, Tex.—Granted consent to voluntary assignment of license to Harris County Broadcast Co.

KLO, Ogden, Utah—Granted CP to move transmitter from Riverdale Road, near Ogden, to 10 Main St. Salt Lake City, and move studio from Ogden to Vermont Bldg., Salt Lake City.

The following stations were granted suspension of working of Rule 145 to Sept. 1: KOY, Phoenix, Ariz.; WOWO, Ft. Wayne, Ind.; WGL, Ft. Wayne, Ind.; WBBC, Brooklyn; WODA, Paterson, N. J.; WPHR, Petersburg, Va.; KRMD, Shreveport, La.; KXA, Seattle, Wash.; WJAK, Elkhart, Ind.; WKBN, Youngstown, O.; KRGV, Harlingen, Tex.; WMCA, New York; WLBL, Stevens Point, Wis.; KGBX, St. Joseph, Mo.; WIBA, Madison, Wis.; KICK, Red Oak, Ia.; WGAL, Lancaster, Pa.; WMBG, Brooklyn; WHBL, Sheboygan, Wis.; WAAW, Omaha, Neb.; WCRW, Chicago; WDEL, Wilmington, Del.; WILM, Wilmington, Del.; WDAS, Philadelphia; WOAI, San Antonio, Tex.; WFAA, Dallas, Tex.; WMIL, Brooklyn; WJSV, Alexandria, Va.; KWCR, Cedar Rapids, Ia.; WEHS, Cicero, Ill.; WKBI, Cicero, Ill.; WHFC, Cicero, Ill.; WSBC, Chicago; KGCU, Mandan, N. D.; KFI, Los Angeles; KFVS, Cape Girardeau, Mo.; KMPC, Beverly Hills, Cal.; WSUI, Iowa City, Ia.; WCAJ, Lincoln, Neb.; KFXF, Denver; KVL, Seattle; KSOO, Sioux Falls, S. D.; WHA, Madison, Wis.; KPPC, Pasadena, Cal.; KMTR, Los Angeles; WBEN, Buffalo, N. Y.; WJKS, Gary, Ind.; WIBU, Poynette, Wis.; WTAR-WPOR, Norfolk, Va.; WEVD, New York; WHBQ, Memphis, Tenn.; KFYR, Bismarck, N. D.; WEEU, Reading, Pa.; WORC, Worcester, Mass.; WQBC, Vicksburg, Miss.; WPFB, Hattisburg, Miss.; WRAW, Reading, Pa.; KFOR, Lincoln, Neb.; KFLV, Rockford, Ill.; WGH, Newport News, Va.; WQDM, St. Albans, Vt.; KFVD, Los Angeles; KDLR, Devils Lake, N. D.; KTAT, Fort Worth, Tex.; WSVS, Buffalo, N. Y.; KPJM, Prescott, Ariz.; WFOX, Brooklyn; WQDX, Thomasville, Ga.; WIL, St. Louis, Mo.; WRR, Dallas, Tex.

Set for hearing: NEW, Wabash Valley Broadcasting Co., Attien, Ind.—Requests CP on 1210 kc., 100 w., unlimited time (facilities of WHRF).

AUGUST 12

WSM, Nashville, Tenn.—Granted license to cover CP, 650 kc., 50 kw.

W1XAK, Westinghouse, Chicopee Falls, Mass.—Granted renewal of license; (experimental) 990 kc., 50 kw.

W8XO, The Crosley Radio Corp., Cincinnati—Granted extension of commencement date of CP from Aug. 7 to Sept. 7, for 500 kw., experimental station.

KPJM, Prescott, Ariz.—Granted authority to operate station until Sept. 15, pending action on application for assignment of license.

KGDY, Huron, S. D.—Granted authority to remain silent for 10 days to reconstruct antenna system.

Set for hearing: NEW, John E. McGoff, Ralph M. Sutcliff & Julius Schaffer, Newport, R. I.—Requests CP on 1280 kc., 250 w.; KNOW, Austin, Tex.—CP to install new transmitter; KMLB, Monroe, La.—Modification of license to change frequency from 1200 kc. to 1310 kc. (facilities of KRMD); WCGU, Brooklyn—Application for CP to move transmitter to Long Island City because of protest of WWRL, Long Island City.

Applications dismissed at the request of applicants: NEW, F. N. Blake Realty Co., Dracut, Mass.—CP for new station; 680 kc., 250 w., D. only; NEW, J. E. Richards, Greenville, S. C.—CP for new station; 590 kc., 250 w., 500 w. LS, unlimited.

WCSH, Portland, Me.; KOIN, Portland, Ore.; WDAY, Fargo, N. D.; WFIW, Hopkinsville, Ky. (Ex. Rep. 376)—All denied modification of licenses to increase power from 1 kw. to 5 kw., sustaining Examiner Pratt. Commissioner Lafount dissented from the majority and filed a minority opinion.

NEW, Baton Rouge Broadcasting Co., Inc., Baton Rouge, La. (Ex. Rep. 381)—Denied application for CP for new station to operate on 1450 kc., 500 w. night, 1 kw. LS to share with KTBS.

KTBS, Shreveport, La. (Ex. Rep. 381)—Granted renewal of license, 1450 kc., 1 kw., sustaining Chief Examiner Yost.

Examiners' Reports . . .

NEW, Edmund G. Hilger, Little Rock, Ark, and KRAK, Little Rock—Examiner Hyde (Report 399, Dockets 1521, 1522 and 1641) recommended that application by Hilger for assignment on 890 kc., 250 w., unlimited, be denied and that applications of KRAK for renewal of license and increase in D. power from 250 to 500 w. be granted.

NEW, Harold H. Hanseth, Eureka, Cal.—Examiner Pratt (Report 400, Docket 1625 recommended that application for CP on 1210 kc. with 100 w., be granted with hours of operation D. as defined in Rule 84.

NEW, Cannon System, Ltd., Glendale, Cal., and KGIX, Las Vegas, Nev.—Chief Examiner Yost (Report 401, Dockets 1595 and 1663) recommended that application of Cannon System for CP to operate on 850 kc., 250 w. D., be denied and that KGIX license to operate on 1420 kc. with 100 w., unlimited time, be granted.

NEW, Troy Broadcasting Co., Troy, Ala.—Examiner Pratt (Report 402, Docket 1723) recommended that conditional grant heretofore made in this case be affirmed. WJBY, Gadsden, Ala., filed protest but failed to appear at hearing.

KICK, Red Oak, Ia.—Chief Examiner Yost (Report 403, Docket 1673) recommended that application for CP to move station to Carter Lake, Ia., be granted.

WHP and WBAK, Harrisburg, Pa.—Examiner Pratt (Report 404, Dockets 1612 and 1633) recommended denial of WHP application for WBAK facilities, 500 w., 1 kw. LS, sharing with WCAH at night; recommended also granting renewal of license of WBAK, 500 w., 1 kw. LS, sharing with WHP and WCAH.

A.A.A.A. Publishes Income Chart

A CHART presentation of the income data taken from six newspaper reader surveys has been published by the A.A.A.A. The six cities included are: Boston, Buffalo, Detroit, Philadelphia, St. Louis and Washington. The newspaper reader surveys which form the basis for this new chart study were made in these cities under the auspices of the A.A.A.A. between September, 1929, and February, 1932.

There are three charts for each city. The first two charts show a breakdown of each paper's circulation by six income classes. In the first chart this is shown in percentages and in the second chart in amounts of circulation going to each of the six income classes. The third chart shows coverage or the ratio of circulation to families in each of the six income classes. This chart presentation enables advertising buyers to compare and visualize the results of the surveys more readily. A.A.A.A. members and the 29 newspapers which are included in the studies have each received one copy of the report without charge. Copies are available to anyone in advertising who is interested, at $10.00 each.

WBT Holds Dedication

STATE and local officials attended the dedication ceremonies of the 50,000-watt transmitter at WBT, Charlotte, N. C., Aug. 12. The mayor of the city proclaimed the day WBT-Charlotte day, and the North Carolina highway department changed the name of the thoroughfare on which the transmitter is located to WBT Highway. CBS broadcast the ceremonies of its member station.

ENLARGED service areas for CBS advertisers have been made possible recently through the increase of power or the addition of new stations in seven key cities. This achievement is described in a handsome brochure just issued by CBS entitled "New Towers for Old." Stations discussed in detail are WHAS, Louisville; CKOK, Detroit-Windsor; WJSV, Washington; WCCO, Minneapolis; WCAU, Philadelphia; WBT, Charlotte, and WABC, New York.

WORLD-RADIO, official foreign and technical journal of the British Broadcasting Corporation, devotes two pages of its July 15 issue to "Radio and the U. S. Presidential Election." One article deals purely with technical innovations at the Chicago conventions.

Washington Visitors*

William S. Paley, CBS, New York
Lannie Stewart, KWEA, New Orleans
Henry Field, KFNF, Shenandoah, Ia.
John F. Pratt and R. M. Pierce, WGAR, Cleveland
Alexander L. Sherwood, Benj. Soby and Howard T. Hardie, KQV, Pittsburgh
Harry Howlett, M. A. Howlett and Edward Gove, WHK, Cleveland
S. M. Krohn, Jr., WSMK, Cleveland
Paul Oury, WPRO, Providence, R. I.
Frank E. Mason, NBC, New York
Lloyd Thomas, KDKA, Pittsburgh
W. H. G. Finch, Hearst Radio, New York
Frank W. Wozencraft, RCA, New York
K. B. Warner, American Radio Relay League, Hartford, Conn.
William E. Beakes, Tropical Radio, Boston
Loyd A. Briggs, RCA Communications, Inc., New York
The Rev. Charles E. Coughlin, Detroit
E. M. Elkin, KDKA, Pittsburgh
W. H. Reuman, WWRL, Long Island, N. Y.

A register of visitors at the offices of the Federal Radio Commission, the National Association of Broadcasters and BROADCASTING, *August 1-13.*

Regional Powers of 5 Kw. Refused to Four Stations

IDENTICAL applications of four regional stations on the 940 kc. channel for horizontal increases in power from 1 kw. to 5 kw. were denied Aug. 12 by the Radio Commission, Commissioner Lafount dissenting. The stations involved are WCSH, Portland, Me.; KOIN, Portland, Ore.; WDAY, Fargo, N. D., and WFIW, Hopkinsville, Ky.

The majority decision sustained Examiner Pratt (Report No. 376) who concluded that, while the applications appeared generally to be technically and economically feasible and would result in improved public service, they would violate the Commission's regulations limiting night power on regional channels to 1 kw. and day power to 2½ kw. State quotas also would be interfered with, the Commission held.

Commissioner Lafount, favored granting the applications, holding that they were consistent with the general trend toward higher powers on clear and regional channels, and would result in improved service to listeners. The Commission denied a request by counsel for oral arguments. A motion for reconsideration will be filed by B. M. Webster, Jr. and Paul M. Segal, counsel for three of the stations. It is understood, also that an appeal to the courts will be noted.

WMAL Making Plans

PENDING completion of the new 10 kw. station and studio house and transmitter of WJSV, Alexandria, Va., across the Potomac River from Washington, WMAL, Washington, which originally was scheduled to leave the CBS network on Sept. 15, will continue to be the Washington outlet of CBS on or about Nov. 1, WMAL will begin operation as an independent station and is now augmenting studio and production staffs and equipment to continue broadcasting events and accounts of local and national interest.

Copyright Parleys Reopen

(*Continued from page 20*)

able to any and all broadcasters, effective as of Sept. 1st, 1932:

Basis of New Licenses

"FIRST—Following the example set by the Government in the adoption of a tax schedule for broadcasting stations, a downwardly readjusted sustaining fee exactly equal for every station of equal power will be established.

"SECOND—As to a station desiring a one-year license, the total charge by the Society will be made up of the fixed amount of the sustaining fee of the station in its class, plus 5 per cent of the amounts charged by the station to advertisers for the use of its facilities.

"THIRD—As to stations desiring a license for a period of three or more years, the charge will be the fixed sustaining fee in the station's class, plus 3 per cent for the first year—4 per cent for the second year—and 5 per cent for the third year and thereafter—of the amounts charged by the station to advertisers for the use of its facilities.

"FOURTH—In the case of network broadcasts, the percentage of amounts charged for the use of the facilities of the entire network are to be paid by the key station.

"FIFTH—The sustaining fee is to be paid in equal monthly installments simultaneously with payment of the percentage due the Society in connection with operations during the preceding month."

KLS to Join CBS

KSL, Salt Lake City, on Sept. 1 will leave NBC to join the CBS network, William S. Paley, CBS president, announced Aug. 10. It is understood KDYL, present CBS outlet in Salt Lake, will leave the network. Plans of NBC in the Salt Lake territory were not announced. KSL becomes the 92nd station on the CBS network. It goes to 50 kw. between Sept. 15 and Oct. 1.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.

Forms close 28th and 13th of month preceding issue.

Help Wanted

Ambitious capable all around radio executive wanted. Take charge remote studio; working interest; city 26,000. Must build talent, programs, sales. One of the finest 100 watt organizations in country; located in middle west. Box 48, BROADCASTING.

Situations Wanted

Assistant to General Manager prominent broadcasting organization operating four stations, Associate Member A.I.E.E., graduate one of foremost radio schools, announcer, technician with excellent references covering all broadcasting branches desires position. Remuneration secondary to advancement prospects. Box 44, BROADCASTING.

Commercial manager desires connection, five years' experience, chain and independent stations, large acquaintance among agencies, excellent references. Available immediately. Box 47, BROADCASTING.

Combination Chief Engineer, Announcer and Manager, now employed part time, desires position in broadcast station. Best references. Address Box 42, BROADCASTING.

Engineer with W.E. 5 and 50 kw. and RCA 500 watt television experience; also 3½ years commercial operating; single; will go anywhere; good references. Address Box 46, BROADCASTING.

Wanted to Buy

Broadcast transmitter; 5,000 watts, water cooled tubes; guaranteed. Address Box 41, BROADCASTING.

Microphone Service

Guaranteed Microphone Repairs — Any make or model—24-hour service. Stretched diaphragm double button repairs $7.50. Others $3.00. Single button repairs $1.50. Write for 1933 Catalog with diagrams. Universal Microphone Co., Ltd., Inglewood, Calif.

For Sale

Two steel towers two hundred feet high, will sell for about one-fourth original cost. For particulars address Box 45, BROADCASTING.

PROFESSIONAL DIRECTORY

JANSKY and BAILEY
Consulting Radio Engineers
Commercial Coverage Surveys
Allocation Engineering
Station and Studio Installations
Engineering Management
National Press Bldg. Wash., D. C.

Doolittle & Falknor, Inc.
Radio Engineering and Manufacturing, Commercial Coverage Surveys, Field Intensity Surveys, Directional Antenna Installation, Complete Engineering Surveys.
1306-8 W. 74th St., CHICAGO, ILL

The Other Fellow's Viewpoint...

"House That Jack Built"

To the Editor of BROADCASTING:

I noted with interest on page 15 of your August 1st issue, the new and unique program that WBAL has produced.

I thought you would be interested to know that in March, 1927, we originated this idea for radio broadcasting with a great deal of success and repeated it twice. We started with "The Home Harmonious;" then "The House That Jack Built" and then "Oak Hill Village."

We discovered this—that there were a great many thousands of people that went out to see the house and we distributed almost forty thousand of the books, but in each instance the person who received the greatest amount of benefit was the general contractor. While it was good publicity for those who participated, when the house came to be duplicated it was discovered that new sub-contractors and other types of materials were used because of the price proposition.

From a revenue standpoint it is successful but it requires a tremendous amount of attention to put it over properly. A couple of men in the organization must necessarily devote their entire time during the construction of the home. We tried to make the results even more tangible by the publication of the books and included the participators advertisement.

I would be very happy to give any station that desires it information on what we went through on three of these campaigns.

Shepard Broadcasting Service, Inc.
CHAS. W. PHELAN,
Director of Sales.

Aug. 2, 1932.
Boston, Mass.

On Widening Band

(*Continued from page 23*)

standpoint in accordance with the legal rules now established. The termination of this sort of enterprise may be bad engineering. It has even been claimed that it is bad law. But it is good economics. The day has come when a broadcaster must have security in his business. If he is to serve public interest, convenience and necessity he must also pay his bills and earn a living.

As it affects the American broadcaster, any enlargement of the broadcast band in any direction is a return to 1926 conditions, with the additional difficulty that revenue is far less easily obtained today than in the scramble days of broadcasting. Enlarging the broadcast band means renewed and more persuasive agitation by special interests. It means new stations competing in areas now receiving service. It means more men lured into broadcasting from other business or lack of business to establish stations in areas where they are doomed to failure and can only spend their broadcasting lifetime in lowering the standards of the industry. It possibly means new broadcasting chains where present chains lose money.

Effect on Present Set-up

IT DOES not seem justified, in view of the history of broadcasting administration, to expect that the creation of additional facilities will mean the enlargement of assignments to existing stations. Pressure is too great, political demands too violent, special interest too watchful, for such a hope. Every American station is the potential victim of a change in frequency to a band on which new apparatus would be necessary for operation. This, merely in order that its present frequency may be assigned by some other government to a company organized by some one ordered off the air in the United States, or to some frequency-roving foreign broadcasting station which for years has been changing its frequency from one end of the broadcast spectrum to the other according to the success with which stations in this country, suffering interference from it, have had in efforts to persuade it to move.

It may be true that our broadcast band is unscientifically located in the radio spectrum, that, for example, moving the entire band 200 kc. to the "north" would bring about desirable technical results; but, if broadcasting is to continue upon the American plan, about which we hear so many fine things, it is now time that broadcasters cease to be the victims of engineering experiment or new legal theories, such as the Davis Amendment, the Fess bill, etc., and be presented with some charter of security so that they may, for at least a few years, go their untrammelled way to render service and ultimately place their stations upon a dividend-paying basis. It is difficult to believe that were this done, the American public would suffer.

*This may also be of importance in connection with Canada, should it develop that the recent "Canadian Agreement" is not of legal effect, or to give replacement facilities to broadcasting stations within the United States who will be injured if this agreement becomes the administrative policy of the Canadian Government, but for legal reasons, does not become effective in the United States. The same considerations indicate creation of additional broadcasting facilities for the United States in any event, because, assuming a 10-kc. separation, the maximum proposal being discussed would make approximately 30 additional channels available for broadcasting, and at high power.

A CLASSIFIED AD WILL DO THE JOB

HELP WANTED
You may choose a new employee from numerous experienced applicants if you insert a Help Wanted classified ad in BROADCASTING.

WANTED TO BUY
If you would like to buy some used equipment, insert a classified ad in BROADCASTING and choose from several attractive offers.

SITUATIONS WANTED
Outline your experience and qualifications in a classified ad in BROADCASTING. Some station needs you—reach your next employer through BROADCASTING. Others have done it with success.

FOR SALE
Equipment that you are not now using may be readily converted into cash. Just tell station managers and engineers what you wish to sell. Do it with a classified ad in BROADCASTING.

REPAIR SERVICES
Do you repair microphones, tubes or other station equipment? There is more business for you if you outline your services to stations through a classified ad in BROADCASTING.

Copy should reach this office ten days prior to date of publication.
Classified ads do the job quickly and economically.
7c per word—cash with order.

BROADCASTING
NAT'L PRESS BLDG., WASHINGTON, D. C.
THE NEWS MAGAZINE OF THE FIFTH ESTATE

Successful Radio Programs

result largely from a shrewd selection of appropriate talent. . . . A clever choice of capable artists may be effected by consulting with NBC ARTISTS SERVICE. . . . This organization, presenting a more brilliant array of representative artists than any other agency of its kind, offers an unusual service to broadcast advertisers. . . . Incidentally, this wide range of talent and the extensive facilities of NBC ARTISTS SERVICE are available for all forms of public entertainment and private functions, including lectures, concerts, banquets, conventions, dances, recitals, stage productions, motion pictures and phonograph recording. . . . Inquiries will receive immediate attention.

★ ★ ★ ★ ★ ★

NBC ARTISTS SERVICE • 711 FIFTH AVENUE • NEW YORK CITY

GEORGE ENGLES . . . MANAGING DIRECTOR

BOSTON WASHINGTON SCHENECTADY CHICAGO
DENVER PORTLAND, ORE. SAN FRANCISCO LOS ANGELES